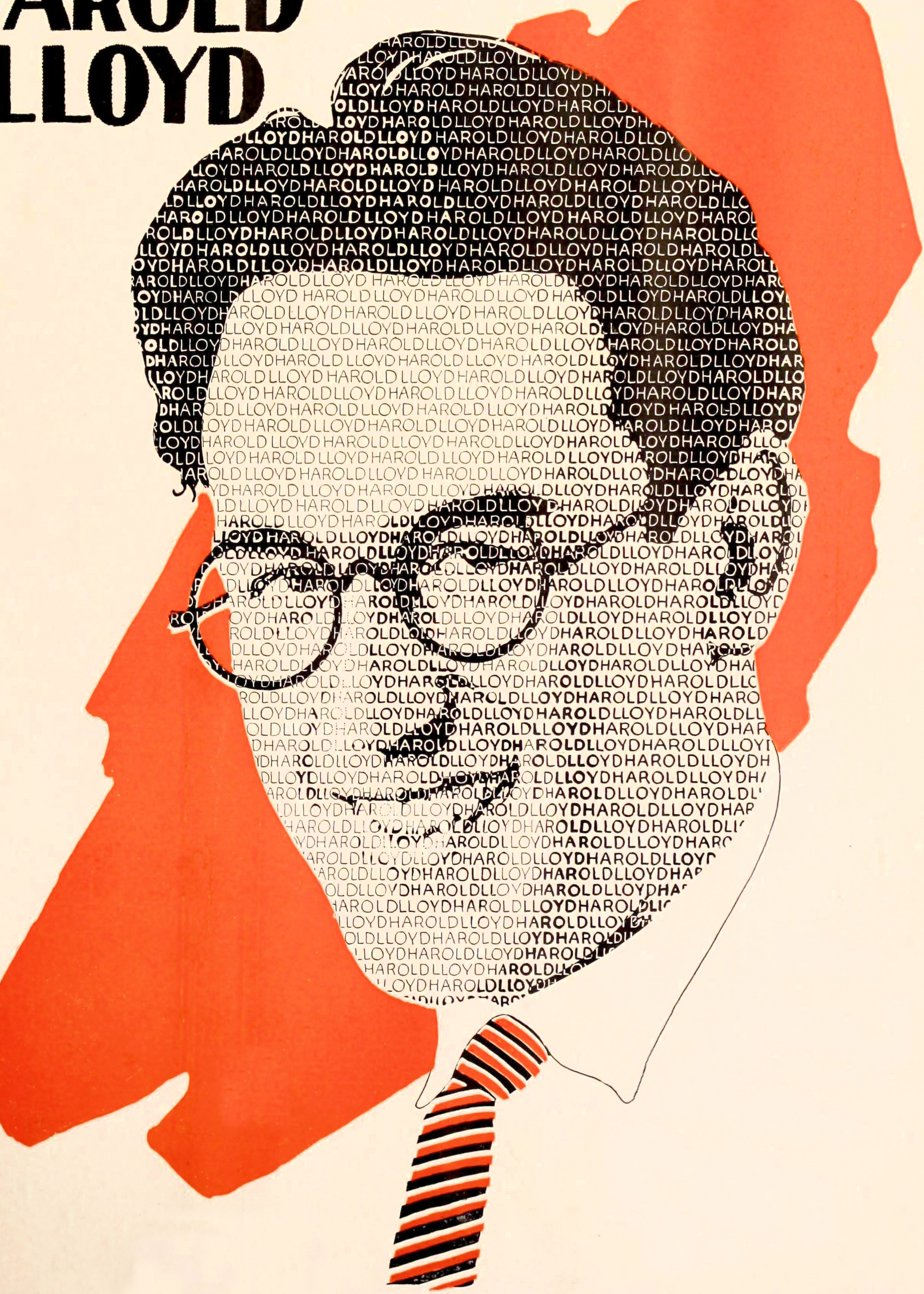
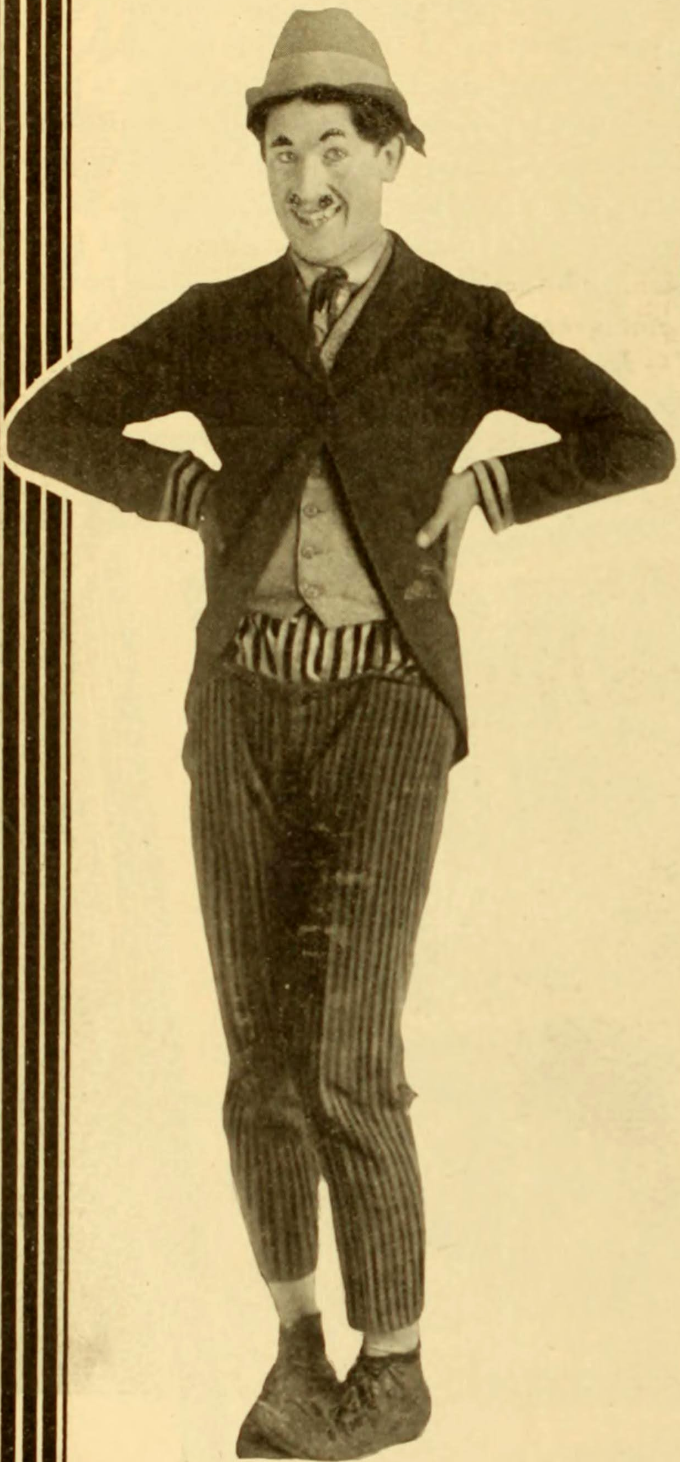
HAROLD LLOYD



Trade Newspaper Film Advertisements

LONESOME LUKE PATHÉ SHORTS
1916-1917.

Lonesome Luke



A S-C-R-E-A-M from Coast to Coast

Ask the man who shows these *real* comedies *HE KNOWS!*

Produced by
ROLIN FILM CO. and
released through

PATHÉ

The PATHÉ EXCHANGE inc.

EXECUTIVE OFFICES
25 WEST 45th ST. NEW YORK



If you see the crowd coming from a theatre with a broad grin upon every face - ten to one they've seen a

LONESOME LUKE COMEDY

made by the

ROLIN FILM CO.

and released through

PATHÉ

The PATHÉ EXCHANGE inc.

EXECUTIVE OFFICES
25 WEST 45th ST. NEW YORK

The public has elected HAROLD LLOYD Wonderful comedian of

PATHÉ'S "LONESOME LUKE" COMEDIES



TRUE MONARCH OF MIRTH

Current release
"THEM WAS THE HAPPY DAYS"
1 Reel April 26th
Produced by the Rolin Film Co.

$500,000 in 15 weeks Motion Picture Actors Fund May 15th National Tribute Day

The PATHÉ EXCHANGE inc.
EXECUTIVE OFFICES
25 WEST 45th ST. NEW YORK



A "Joy-ride" that's a whole bundle of Laughs

LUKE'S FATAL FLIVVER

Produced by
Rolin Film Co.

Featuring
HAROLD LLOYD

Released the week of JUNE 19th

The PATHÉ EXCHANGE INC
EXECUTIVE OFFICES
25 WEST 45th ST. NEW YORK


PATHÉ
Bebe Daniels the charming little comedienne of the "LUKE" COMEDIES, supporting
HAROLD LLOYD
ROLIN COMEDIES are the bright spot on the program of every exhibitor who shows them.
BOOK THEM and you'll see why
Current release
LUKE'S SOCIETY MIXUP
Week of June 26th
The PATHÉ EXCHANGE inc.
EXECUTIVE OFFICES
25 WEST 45th ST. NEW YORK




PATHÉ presents
HAROLD LLOYD
the inimitable comedian
in
"LUKE, CRYSTAL GAZER"
a one reel comedy
Released July 24th
These marvellously successful comedies are produced by ROLIN
The PATHÉ EXCHANGE inc
EXECUTIVE OFFICES
25 WEST 45th ST. NEW YORK

Pathé

A comedian who is a genius-

HAROLD LLOYD

Lots of pretty girls, 'pep' and rapid action, and unequaled direction by Hal Roach make

ROLIN

comedies a real delight. Exhibitors who see one insist on getting them all.



Current release -

LUKE DOES THE MIDWAY

Aug 21st

Pathé

"Luke," "Snub" and "Bebe" – do *your* audiences know them? They appear in the best comedies made. The

Rolin

– show them and all who love to laugh will get the habit of coming to *your* theatre.

Current release

"Luke and the Mermaids"

Released Sep. 17



Pathé

What a discerning exhibitor says of

Luke Comedies

produced by Rolin

"You sent us a 'Lonesome Luke' down here and believe me 'Luke' put it all over_____ (mentioning by name a famous comedian). This is no bull and I can assure you 'Luke' made 'the high priced one' look like thirty cents."

Tony Zellers of the Perry Theatre,
Hazard, Ky.

"Luke" comedies make the best program better.

Current Release

"Luke's Speedy Club Life"

Released Oct. 1



"Your LUKE comedies are making a big hit!"

The Youngstown (O.) Hippodrome

Everybody knows the Youngstown Hippodrome. They know good pictures when they see them. Read what they say of the

ROLIN COMEDIES:

The Youngstown Hippodrome Co. Owners & Operators of the Hippodrome Theatre & Arcade, Youngstown, Ohio

Sept. 12, 1916.

Mr. Shurtleff,
c/o Pathe Exchange,
622 Prospect Ave.,
Cleveland,
O.

Dear Mr. Shurtleff:-

For next Sunday Sept. 17th, include in your shipment one LUKE comedy the same as you did last Sunday.

Your LUKE comedies are making a big hit here and I personally think that they are as good if not better than the Chaplin Comedies.

You can include a comedy every week until we start our vaudeville on Sunday.

Very truly yours
John R. Elliott
Manager.
THE YOUNGSTOWN HIPPODROME CO.

JRE.-ABM.

Harold Lloyd, "Snub" Pollard and Bebe Daniels, the stars of these comedies, will make money for you.

PATHÉ

PATHÉ

"LUKE" comedies do as much business and give better satisfaction than any comedies played."

The Rae Theatre Co.,
Ann Arbor, Mich.

Read their letter. It contains facts for YOU!

THE RAE THEATRE CO.
(REGISTERED)
113 W. HURON ST.
ALAN D. STANCHFIELD, MNGR.

Ann Arbor, Mich.
Oct. 2, 1916.

Pathe Exchange, Inc.,
40 E. Larned St.,
Detroit, Mich.

Mr. J. E. Fountaine,
Booker.

Dear Sir:-

In placing our booking for "Lonesome Luke Comedies" for November, we would like to mention the fact that in our humble estimation we have never played as satisfactory comedies as the above.

The producers seem to have hit the happy combination of novel plots - with a mighty clever comedy cast. We find that "Luke" does as much business, and gives better satisfaction than any comedy we have played here, and as you know we play them all.

Yours very truly,

A. D. Stanchfield

Lonesome Luke Comedies will increase your business.

Produced by
ROLIN



Luke - Gladiator

In one year a comedian previously unknown to the screen

Harold Lloyd

has won the distinction of being one of the two best comedy stars of the day.

In one year

Rolin

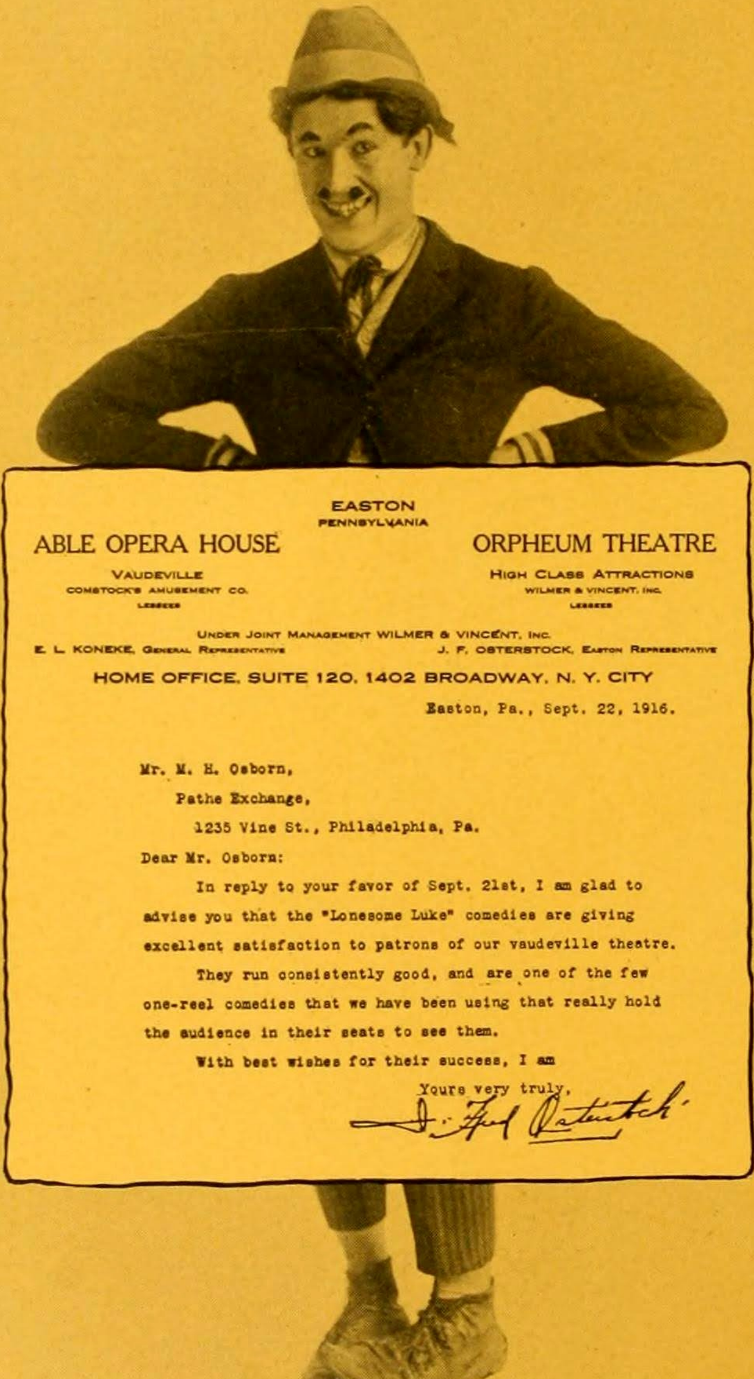
comedies have been found by Exhibitors to be <u>second to none</u> in real value.

Real merit in comedies is rare, Mr. Exhibitor. Ask our nearest Exchange to run off several of these "Luke" comedies for you. You'll recognize <u>real merit</u>.

Pathé

They all like me!

Lonesome Luke



EASTON
PENNSYLVANIA

ABLE OPERA HOUSE
VAUDEVILLE
COMSTOCK'S AMUSEMENT CO.
LESSEES

ORPHEUM THEATRE
HIGH CLASS ATTRACTIONS
WILMER & VINCENT, INC.
LESSEES

UNDER JOINT MANAGEMENT WILMER & VINCENT, INC.
E. L. KONEKE, GENERAL REPRESENTATIVE — J. F. OSTERSTOCK, EASTON REPRESENTATIVE

HOME OFFICE, SUITE 120, 1402 BROADWAY, N. Y. CITY

Easton, Pa., Sept. 22, 1916.

Mr. M. H. Osborn,
Pathe Exchange,
1235 Vine St., Philadelphia, Pa.

Dear Mr. Osborn:

In reply to your favor of Sept. 21st, I am glad to advise you that the "Lonesome Luke" comedies are giving excellent satisfaction to patrons of our vaudeville theatre.

They run consistently good, and are one of the few one-reel comedies that we have been using that really hold the audience in their seats to see them.

With best wishes for their success, I am

Yours very truly,

Produced by Rolin
for
Pathé

Pathé



"Luke comedies give universal satisfaction to our patrons."

Harry Bernstein, M'g'r, Colonial Theatre, Richmond, Va.

Mr. Bernstein in his letter further says he regrets that these comedies do not come <u>every</u> week instead of twice a month.

See them - then book them.

Produced by Rolin

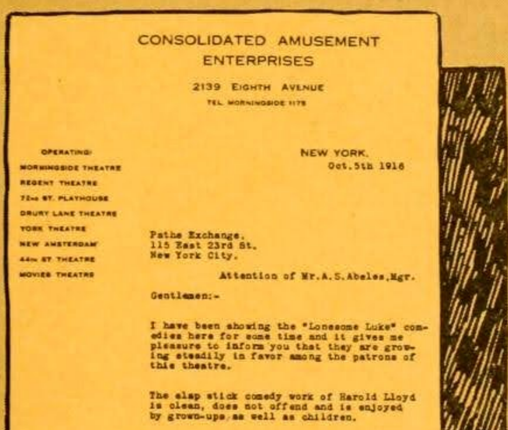
Pathé



*Do **you** know this man?*
He is "Snub" Pollard and with

Harold Lloyd

he makes up the greatest laugh team in the country.



CONSOLIDATED AMUSEMENT ENTERPRISES
2139 EIGHTH AVENUE
TEL. MORNINGSIDE 1178

OPERATING:
MORNINGSIDE THEATRE
REGENT THEATRE
72ND ST. PLAYHOUSE
DRURY LANE THEATRE
YORK THEATRE
NEW AMSTERDAM
44TH ST THEATRE
MOVIES THEATRE

NEW YORK.
Oct.5th 1916

Pathe Exchange,
115 East 23rd St.
New York City.

Attention of Mr.A.S.Abeles,Mgr.

Gentlemen:-

I have been showing the "Lonesome Luke" comedies here for some time and it gives me pleasure to inform you that they are growing steadily in favor among the patrons of this theatre.

The slap stick comedy work of Harold Lloyd is clean, does not offend and is enjoyed by grown-ups as well as children.

With well wishes for his continued success, we are

Yours truly.

Luke comedies now once a week

Produced by Rolin

Pathé



"Our patrons revel in

Luke Comedies

....They have never boosted any pictures as they are boosting yours."

John R. Elliott, Mgr.
Hippodrome Theatre
Youngstown, Ohio.

Produced by Rolin and the best made.

PATHÉ

LOOKING INTO A GOOD THING!

THE EXHIBITOR WHO LOOKS INTO

LUKE

COMEDIES IS LOOK-INTO A GOOD THING AND WILL SURELY BOOK THEM.

HERE'S A LETTER FROM ONE OF THE MOST FAMOUS EXHIBITORS OF THE SOUTH MR. ERNEST BOEHRINGER.

"We are agreeably surprised by the consistent excellence of your 'LUKE' comedies. Not only is the featured comedian (Harold Lloyd) one of the best but the entire company is composed of excellent comedians and the action keeps the spectators in an uproar.
More power to 'Luke' He should be the biggest business getter on your books. He would be if all the exhibitors knew the regularity with which he comes across in satisfactory style."

Ernest Boehringer, m'g'r
Triangle Theatre
New Orleans, La.

PRODUCED BY ROLIN



Pathé

Beginning March 18

the first run price in all large communities of

Lonesome Luke

will be

$25

and the length of each

will be

two reels

At this price the comedies represent the best comedy value on the market.

Thousands of exhibitors have written us saying no star was drawing bigger than "Lonesome Luke" in their houses.

Pathé

The trio that causes the laughs heard 'round the world -

Harold Lloyd "Snub" Pollard and Bebe Daniels in

Luke Comedies

Produced by Rolin



Every exhibitor who shows these comedies booststhem.

KNICKERBOCKER AMUSEMENT CO.
1425 JEFFERSON AVENUE EAST
DETROIT MICH

December 20
1 9 1 6

Pathe Exchange,
40 E Larned St.,
Detroit, Mich.

Gentlemen:

I am writing to express my satisfaction with your Lonesome Luke Comedies. I have shown them for some time and have always been well pleased; as well as proving a drawing card with our patrons.

'Snob or Tin Horn Tommy' playing opposite Luke is also very popular and I feel that he could be featured in his own company and prove a drawing card as well as the Luke Comedies.

Yours very truly,

Knickerbocker Amusement

Mgr.

Pathé

Harold Lloyd
Snub Pollard
and
Bebe Daniels

The friends of everyone who loves to laugh.



Bebe Daniels



Ask the nearest Pathé Exchange to show you two or three of these new two reel "Luke" Comedies. You'll book them all!



Snub Pollard

"Lonesome Luke" Lloyd


Pathé
"LONESOME LUKE COMEDIES
are the funniest comedies we have ever used."
James Q Clemmer
Seattle's Famous Exhibitor
Featuring
Harold Lloyd
Produced by Rolin
Two reel comedies only
Beginning
March 18
TRADE MARK


Pathé
Lonesome Luke's Lively Life
The first of the Rolin two reel comedies will be released March 18
It is an S. R. O. attraction!
Harold Lloyd
"Lonesome Luke"
TRADE MARK

Pathé



"Lonesome Luke Comedies

give better satisfaction than any we have played and we play them all."

Rae Theatre Co.
Ann Arbor,
Michigan.

Two reel comedies only
Beginning
March 18

Produced by
Rolin

Harold Lloyd
star of the
Luke Comedies

Pathé



"Lonesome Luke Comedies

are the best we receive and certainly deserve praise."

G. Kotzin, M'g'r,
Lyric Theatre
Covington, Ky.

Harold Lloyd
the funniest of funny men.

Two reel comedies only, once a month

Produced by
Rolin

TRADE MARK

Pathé



"If an exhibitor likes to hear loud and continuous laughter from his patrons he should book the new two reel

Lonesome Luke Comedies"

Fritz Tidden
in the
Dramatic Mirror

Harold Lloyd
"Lonesome Luke"

One super-excellent two reel comedy a month.

Produced by
Rolin

Pathé



The following Nationally Known Theatres are among the many, who after inspecting the new Two Reel

Lonesome Luke Comedies

Booked Them

The Rialto, New York
The New Grand Central, St. Louis
The Olympic, Pittsburg
The Coliseum, Seattle
The Madison, Detroit
The Majestic, Des Moines
The Orpheum, Cleveland
Clemmer's, Spokane
The Triangle, New Orleans
Loew's American, Bijou and New 42nd Street, New York
Proctor's Newark

Produced by
Rolin

See the Pictures
You'll see the reason

Harold Lloyd
Star of the "Luke" Comedies

Pathé



Everyone who loves to laugh is a booster for the two reel

Lonesome Luke Comedies

and the new one reel

Rolin Comedies

featuring Harold Lloyd

These comedies are averaging over 90% in excellence right along. Exhibitors, newspapers and trade papers all praise them. It takes quality to bring out such comment as these receive!

"'Luke's Lively Life' is a wonderful comedy. My audience was well pleased."

—William Maguire, Silverton, Colo.

"Harold Lloyd as 'Lonesome Luke' does many original funny stunts and keeps the audience guessing as to what he will do next. He is guaranteed to produce loud and long laughs--in fact he will burst your laughing valve wide open."—*Dallas, Texas, Herald.*

"'Lonesome Luke, Mechanic' has all the earmarks of originality. The action is quick with plenty of good hearty laughs."—*Exhibitors Trade Review.*

"'Over The Fence', a one reel Rolin featuring Harold Lloyd, has plenty of true out and out laughs. Its interesting plot and original bits bring this release out of the ordinary class."—*Exhibitors Trade Review.*

Send your audiences away with a smile – show these "Lonesome Luke" and Rolin comedies.

Pathé

Exhibitor after exhibitor advertises

Lonesome Luke Comedies

featuring Harold Lloyd

on the same scale as he advertises his features!

The theatres who have once tried these comedies never go back on them because these comedies never go back on the theatres!

The reviewers invariably praise them—it's worth while to read what they say:

"'Luke's Wild Women' presents settings that would do credit to any of the mammoth productions—the exteriors are beautiful landscapes. The slapstick comedy in each incident is highly amusing with a large amount of originality. The comedy will go anywhere. This brand has a box office value."
Dramatic Mirror.

"'Luke's Wild Women' has sumptuous sets and especially beautiful exteriors. A very good comedy number."—
Moving Picture World.



Lonesome Luke Comedies are in two reels—the Harold Lloyd Comedies in one. Each produced by Rolin—Each the best of its kind.

Pathé

The life and "pep" of every program on which they are shown, chock full of new laugh-getters, speeded up to the riot a minute gait – the two reel

LONESOME LUKE

and the one reel

ROLIN COMEDIES



Starring

HAROLD LLOYD

the man who makes laughter compulsory

Pathé



"ONE *of the* FINEST"
and reviewers, exhibitors, *and* public agree *that*—

HAROLD LLOYD
star *of the* two reel
LONESOME LUKE COMEDIES
and *the* one reel—
ROLIN COMEDIES
is one *of the* finest in every sense *of the* word.

"'*From* London to Laramie' is a highly comical "Lonesome Luke" number. It is *the* sort *of* comedy *that* should get over anywhere."
— *Motion Picture News*

"*From* London to Laramie' is *the* kind *of* comedy audiences like. In all *of the* 'Luke' comedies *there* has been an abundance *of* new material situations *that have* been uproariously funny. If an exhibitor will stand *by the* exit *of* his theatre just after he has shown *this* film he will see a smile on *the* face *of* every patron."
"Dramatic Mirror"



What comedies average highest day in and day out, in the star, cast, direction and real laugh producing qualities? ......
Ask the exhibitor showing

HAROLD LLOYD

.... in the two reel ....

LONESOME LUKE

.... and the one reel ....

ROLIN COMEDIES

He Knows!

"'Love, Laughs, and Lather' is the best comedy the writer has seen recently. It sets a high-water mark in all picture comedy." ....
...........*MOTION PICTURE NEWS*

Pathé



"THEY SIMPLY GO WILD OVER HIM"

"I must tell you how my patrons like LUKE" They simply go wild over him especially the two reel comedies. I think 'Luke's Lively Life' was the most satisfactory film of any kind I ever ran in this house."

E.R. STEELE, PROP'R,
STAR THEATRE, OWENSVILLE, IND.

We receive scores of letters like this on the two reel **LONESOME LUKE** and the one reel **ROLIN COMEDIES** in each of which **HAROLD LLOYD** is starred. No exhibitor is giving his audience the best in comedy until he shows Harold Lloyd

Pathé



IN GOOD
COMPANY!

The exhibitor who shows

HAROLD LLOYD

IN THE

"LONESOME LUKE"
(TWO REELS)

AND

ROLIN COMEDIES
(ONE REEL)

is in good company. The best houses everywhere show them and swear by them!

The best in Comedy is not too good for you! ....

Pathé

"For laughs 'Lonesome Luke, Messenger' is one of the very best comedies in months": *Pastime Theatre, Charleston, S.C.*

Mr. Exhibitor, if you really want to know the best comedies made, ask the exhibitor who is showing



Lonesome Luke Comedies

(two reels)

and the one reel

Rolin Comedies

both of which feature

Harold Lloyd

"Pinched", the one reel Rolin comedy featuring Harold Lloyd, contains a number of highly original and amusing situations and is a worthy asset to any program." *Exhibitors Trade Review.*

Ever since these comedies were started two years ago their career has been one of uninterrupted success. See them, you'll book them!

Pathé

Each week sees more bookings on the two reel

Lonesome Luke

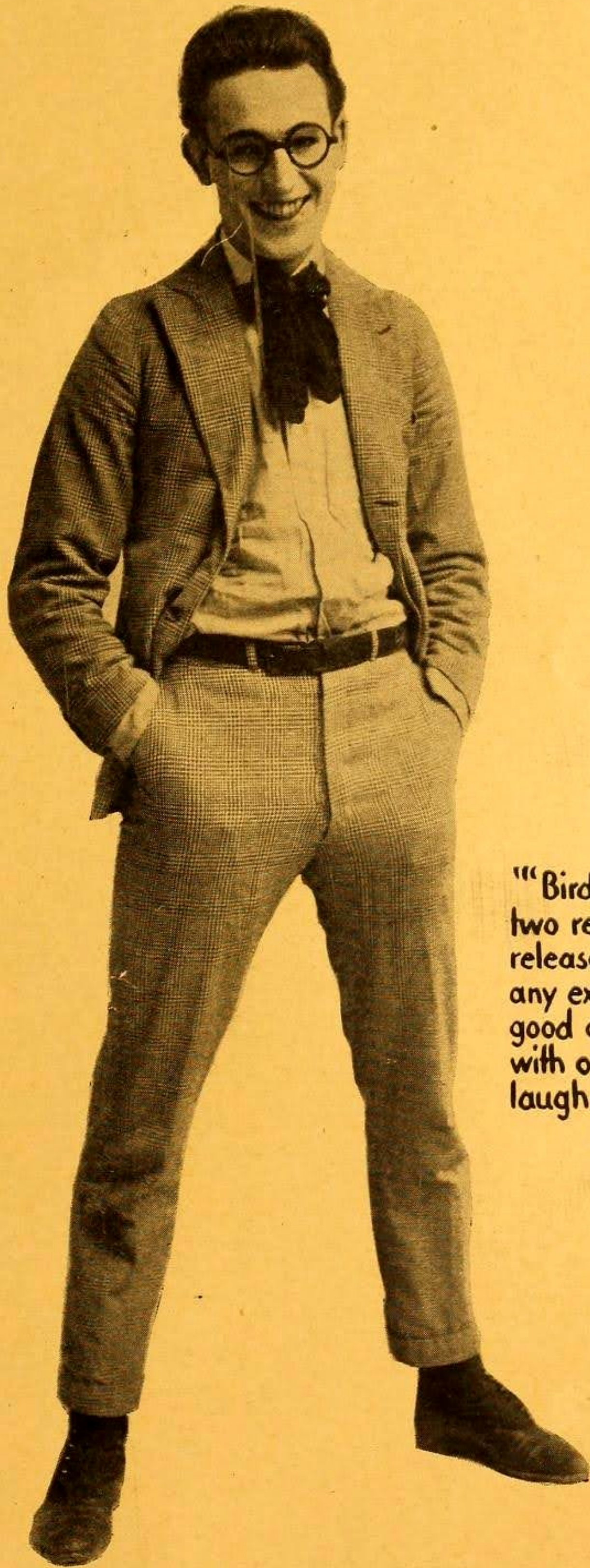
comedies and the two reel

Rolin

comedies featuring

Harold Lloyd

The public want them and most exhibitors can be depended upon to give the public what it wants.



"'Birds of a Feather', a two reel 'Lonesome Luke', released Oct. 7 is without any exception a ripping good comedy, overflowing with originality and hearty laughs."

Exhibitors Trade Review

GLASSES CHARACTER PATHÉ
ONE REEL SHORTS
1918-1919.

Pathé

Even a fire fails to drive out an audience when........................

HAROLD LLOYD

.... is on the screen ....

Manager Frayne of the Palace of Schenectady says" So well are these 'Luke' comedies liked by our audiences that the fire did not dismay them; they preferred to stay and see the finish of 'Love, Laughs, and Lather,' one of the funniest comedies ever pictured."

Wise exhibitors show the one reel

ROLIN COMEDIES

EVERY WEEK ....

ON-STAR

CROWD DECLINED TO BE STRICKEN WITH A PANIC

"Lonesome Luke", on the Screen, Fought to Keep Crowd in Theatre

A panic and possibly the loss of lives and injury of many persons was averted last night at the Palace Theatre by a young chap named Harry Lloyd, who was somewhere in Jersey City at the time and who even now is unaware of what he accomplished.

Fire was discovered in the jewelry store of William B. Joseph at 405 State street at 8:20 o'clock last night and about a half hour later the smoke began to seep into the Palace Theatre, three doors from the scene of the fire. The big exhaust fans were put in operation by the management in the hope that the spectators who filled the large auditorium would be kept in ignorance of the fire nearby. At about this time a "Lonesome Luke" comedy was thrown on the screen. Lonesome Luke is the Harry Lloyd mentioned above, and the spectators were laughing at the escapades of Luke in the barber shop when Manager Frank Frayne, fearing a panic, appeared near the screen and addressed the house. Mr. Frayne said that he didn't want to worry the people present, but merely to calm any fears that might arise. "There is a slight smell of smoke in the house due to a fire down the street," he said, "but there is no danger."

Only Few Left.

A few women got up and went out in an orderly manner, but inasmuch as the operator in the booth kept grinding away on the "filum" machine and Pianist Rubens kept beating away on the piano, interspersing the piano numbers with a few organ melodies, no one took the affair seriously.

In less than five minutes, however, it was seen that it was an even break between Lonesome Luke and the fire; a toss-up between an orderly dispersal of the spectators or a panic. The auditorium filled with smoke, which billowed in the rays of light projected from the machine to the screen. Lonesome Luke was getting funnier as the smoke grew thicker and the spectators laughed between coughs.

Theatre Emptied Slowly.

Finally the smoke became so thick that the fire marshal directed Manager Frayne to empty the theatre. The announcement was made and the crowd proceeded to don coats and hats, leisurely and hesitatingly, for the operator kept on grinding Lonesome Luke, and Luke was getting funnier by the minute. The people left their seats and instead of jamming the aisles in a frantic, stricken mob, everyone bent on reaching the open air, the spectators lingered in the aisles. Some even went back and took their seats again, for the operator in the booth kept grinding away and Lonesome Luke kept getting funnier. Half the people in the house had to be forced out by police and firemen, and the police and firemen might have forgotten what they had been ordered to do if somebody hadn't told the operator that he'd better get out of the booth before he choked to death.

It is only giving credit where credit is due to say that Harry Lloyd averted a panic by absent treatment.



PATHÉ *presents*

PEGGY HYLAND

In the five part adaptation of the A. H WOODS stage success..................

"The OTHER WOMAN"

Written by ...... Frederick A. Kummer
Directed by .... Albert Parker
Produced by .... ASTRA ...

A GOLD ROOSTER PLAY that has pronounced box office value because of its star, story cast and production........................

Pathé



"Hail To

Toto

He is a sure winner!"

"Hail to Toto! He is a sure winner. The regret of my patrons in leaving the theatre after seeing him in 'The Movie Dummy', was that I did not keep the picture for a longer period so their friends could see it...I want to repeat on this, and also want repeat prices on all his comedies."

JOHN J. WALKER, Lincoln Theatre, Schenectady, N. Y.

Have you played Toto in your house? Ask the nearest Pathé Exchange about them.

Toto Comedies Every Other Week
Produced by Rolin

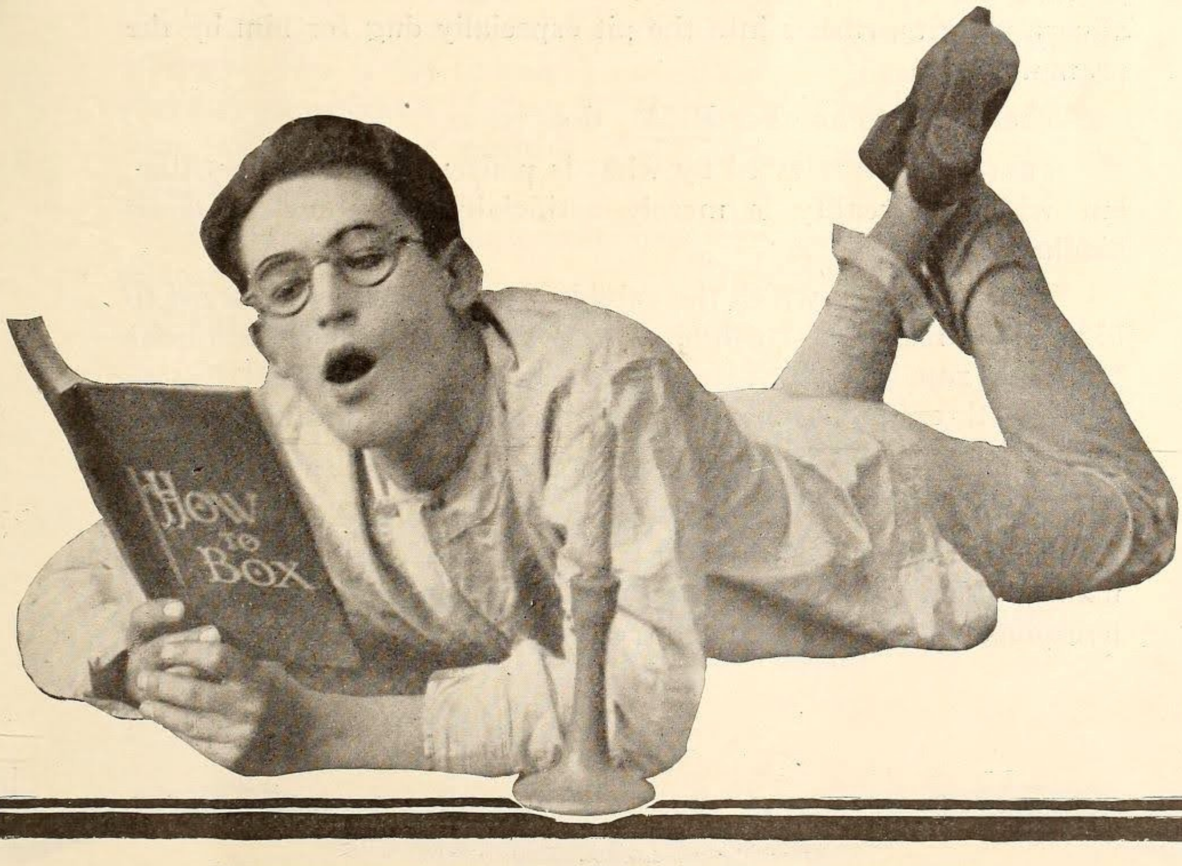
Practically All the Prominent Houses in New York play

Harold Lloyd

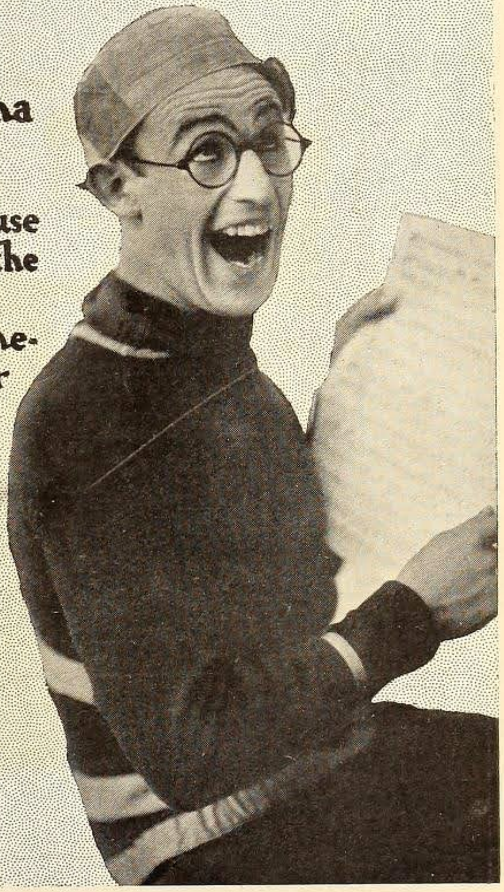
in his inimitable one reel comedies! And they all report them excellent!

Among them are the Loew Houses
Wm. Fox Houses
B. F. Keith's Prospect, Flatbush and Greenpoint
M & S Circuit
and the Majestic, Bunny, Heights, Costello, Schuyler, Clairmont, Washington, Duffield, etc.

Follow the leaders!
Produced by Rolin







HAROLD LLOYD
has 400 days in New York!



America's greatest city proves conclusively this great comedian's surpassing popularity.

Among the New York theaters which play every Lloyd comedy are the

Loew Circuit	Crescent	Broadway Photoplay
Fox Circuit	Majestic	Standard
M & S Circuit	Bunny	Plaza
Consolidated Amusement Circuit	Heights	New Brevoort (Brooklyn)
Keith's Prospect	77th Street	Linden "
David Picker	Schuyler	Rialto etc. etc. "

If you want to see one reel comedies get across with a bang, show Harold Lloyd!

Produced by Rolin

Pathé



"The best all-round company making comedies at present"–
that's what the Bioscope of London says of the

HAROLD LLOYD

comedies. And the laughter that's heard around the world wherever these inimitable comedies are shown bears out the statement!

Produced by Rolin

Pathé

Nowhere at any price can you get better comedies than the following

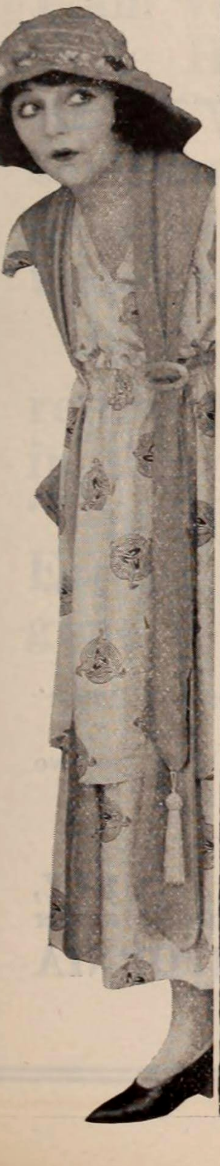
HAROLD LLOYD

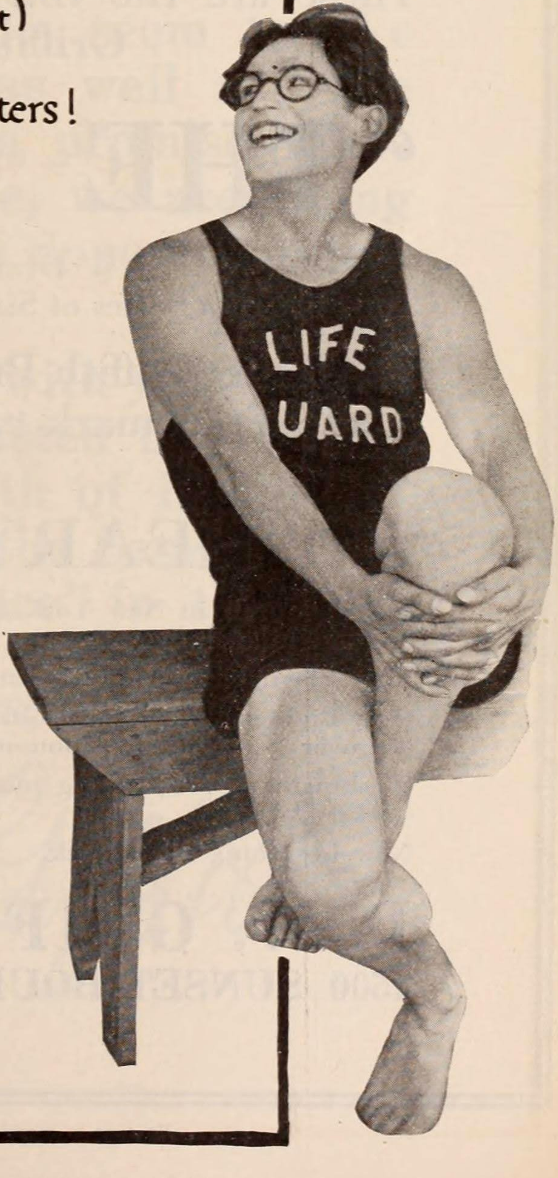
comedies which will be released during the hot months. Quality sticks out all over them as thick as bumblebees in a clover field!

Kicking The Germ Out of Germany (July 21st)
That's Him (August 4th)
Bride and Gloom (August 18th)
Two Scrambled (September 1st)

Get Them - They Are Trade Getters!

Produced by Rolin
One Reel Each





Pathé

That's What They All Say–
"one of the screen's finest comedians"
HAROLD LLOYD

the star of the one reel Rolin comedies bearing his name
Mr Lane, the photoplay critic of the Boston Evening Record
is to be complimented upon the soundness of his judgment

By TAMAR LANE

Everyone is quite ready and willing to pin new words of praise on those who have already won success and distinction, but there is not the same promptness and effort to praise those who have not yet won a certain degree of fame. With this thought in view we take our Oliver in hand to smear a few honeyed words on the career and personality of Harold Lloyd, one of the screen's finest comedians, and one whom we think some day take his place along side Chaplin and Arbuckle as a wholesale producer of laughs.

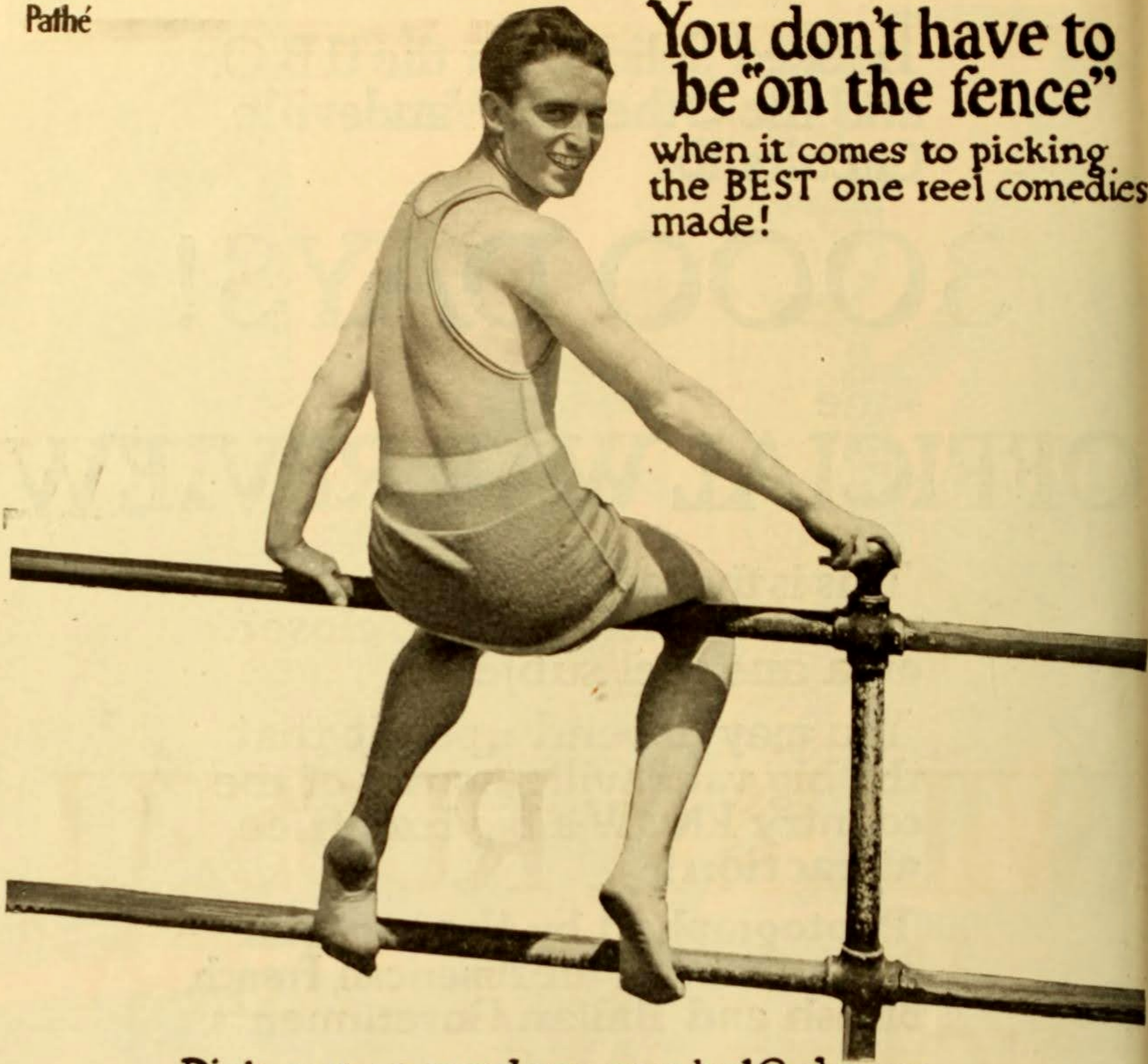
Even today Harold Lloyd is making comedies which compare favorably with those of Chaplin and Arbuckle. Lloyd is featured in one reel comedies which are made by the Rolin company and distributed through Pathe. His films are always laughable and consistently good. We have yet to see a poor one. Lloyd is a young man, apparently about 25 and if managed properly will some day make a big name for himself in the screen world. He is original in his work and imitates no one either in make up or in acting. He is unique as a slapstck comedian for the reason that he wears absolutely no trick make-up or character clothes. His only comedy accessory being a pair of horn-rimmed glasses.



Pathé

You don't have to be "on the fence"

when it comes to picking the BEST one reel comedies made!



Pick out at random any half dozen

HAROLD LLOYD

comedies from the Pathé program. Ask your Pathé exchange to screen them for you. Weigh them carefully for humorous situations, acting, and quality of production. You'll no longer be "on the fence" as to what are the best one reel comedies made. Your own judgment will point unerringly to the Lloyd!

Produced by Rolin

Showing Something Good!



The exhibitor who plays

HAROLD LLOYD

in the famous Rolin one reel comedies is showing his audiences something more than good. He is giving them the best comedy entertainment that money can buy.
Make us prove it; ask your Pathé exchange to screen some of these comedies for you!

One Comedy Every Other Week

PATHÉ

Looking Down On Them All!



The exhibitor who shows the

HARÖLD LLOYD COMEDIES

can look down on them all. He <u>knows</u> that he is giving his patrons the very best in comedy. Ask the man who shows them! One one-reel comedy every other week!

Produced by Rolin

PATHÉ
DISTRIBUTORS

An Argument That Has Weight



Not only does

HAROLD LLOYD

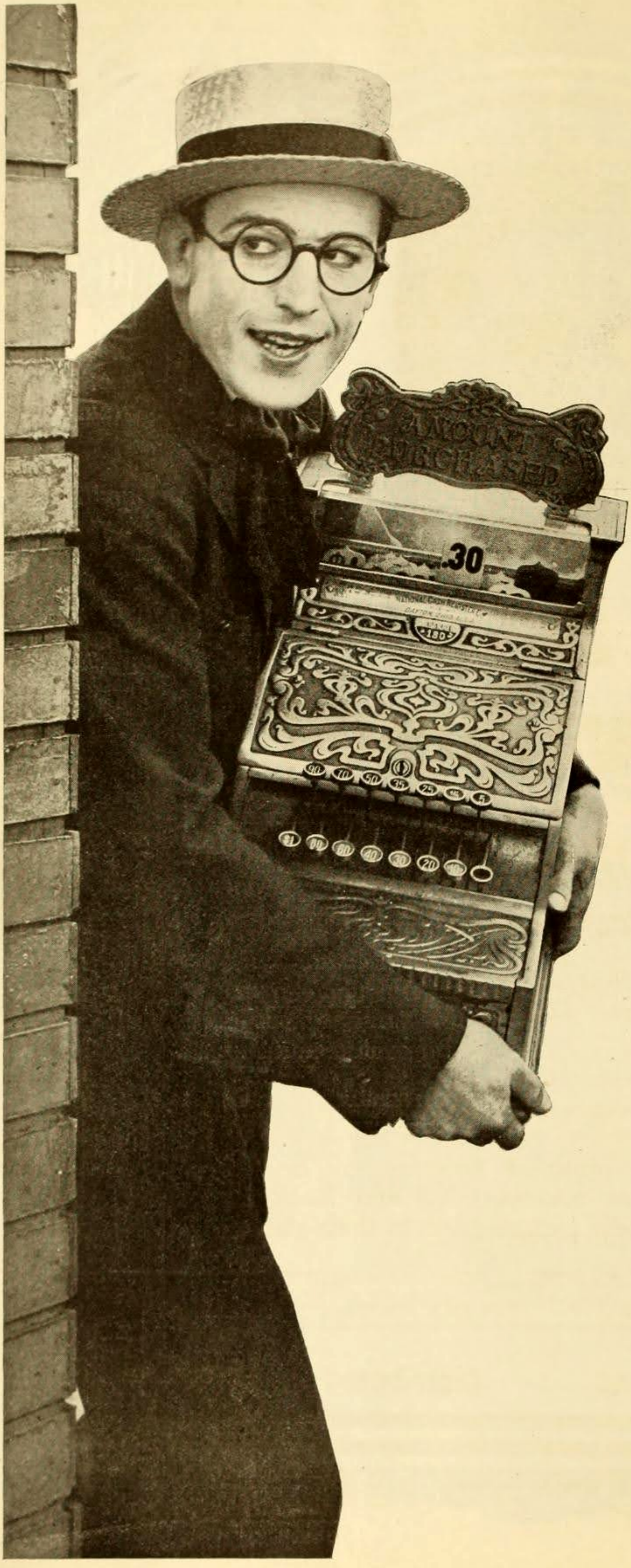
in the comedies bearing his name have a big hold on audiences, but his support is most popular too.

Bebe Daniels, the charming girl who adds beauty and fun; "Snub" Pollard with his comical antics – both are known and watched for from coast to coast.

The Best One Reel Comedies Made – One Every Other Week

Produced by Rolin

PATHE´
Distributors



His Name Registers Cash!

Exhibitors agree that a first class comedy is essential to the success of a program. A custard pie and a pretty girl or two in a bathing suit do not make a comedy.

HAROLD LLOYD

comedies are uniformly excellent, well thought out, well acted and well directed. Audiences now ask for them. Lloyd's name registers cash!

"Lloyd comedies are the best one reelers on the market. Everyone is great."

Pastime Theatre
Itasca, Tex.

Produced by Rolin

PATHÉ
DISTRIBUTORS



To see them is to laugh!

"They are <u>all</u> good" says
F. F. Peters of the Majestic
Theatre, Hornell, N.Y., of the

HAROLD LLOYD COMEDIES

If you really want to
know what are the best
one reel comedies made
ask the exhibitors who
show Harold Lloyd

Produced by Rolin

PATHÉ
DISTRIBUTORS



You don't have to hunt

to find the best one reel
comedies made.
Ask the man who shows

Harold Lloyd

Produced by Rolin

PATHÉ
DISTRIBUTORS



In New York's Strand – on merit –

HAROLD LLOYD

"Wanted, 5000", the latest Lloyd comedy has been booked by New York's Strand theatre on merit. Everywhere these inimitable comedies play, the gales of laughter bear out exhibitor verdict that they are the best one reel comedies made!

"They are surely winners;" A. L. Robarge, Majestic Theatre, Wausau, Wis.
"The best one reelers I've been getting for some time"; W. M. Roob, Grand Theatre, Port Washington, Wis.
"All of these comedies are good;" W. A. Cowan, Family Theatre, Bay City, Mich.

Produced by Rolin

PATHÉ DISTRIBUTORS


"The Life of the Party"- any
HAROLD LLOYD
COMEDY
Each is 'way above the average; any one of them will shine in the most distinguished company.
New York's Rialto has booked them for one solid year!
One a Week Beginning March 9th
Produced by Rolin
PATHÉ
DISTRIBUTORS


Three hearty laughs, two snickers and one chuckle to each minute of running time.
HAROLD LLOYD COMEDIES
One one reel release each week beginning March 9th
Produced by Rolin
PATHÉ
DISTRIBUTORS


HAROLD LLOYD
"His comedies are the best cure for the blues I know of."
Majestic Theatre
Charleroi, Pa.
Michael Rosenbloom, M'g'r
One one reel comedy every week
Produced by Rolin
PATHÉ
DISTRIBUTORS


"The best single reel comedies on the market,"
says a prominent Western exhibitor of the
HAROLD LLOYD
COMEDIES
"We have been using one Harold Lloyd comedy a week since I took charge of this house. In that time we have not had one 'flivver'. The Liberty mob is a little more critical than the average but every one of these comedies has gone over big with them. They are by far the best single reel comedies on the market".
J. Wm. Houck, Mgr, Liberty Theatre, Spokane, Wash.
One one reel comedy every week
Produced by Rolin
PATHÉ
DISTRIBUTORS

"Walking the plank"

The exhibitor who considers comedies as "fillers" only, is making his business walk the plank.
Comedies should be considered on merit not price.

Harold Lloyd Comedies

are the best one reel comedies made. Book them on merits!

Produced by Rolin One a Week

PATHÉ DISTRIBUTORS




"This lad is in a class by himself,"
says Ben Morris of the Olympia Theatre, Bellaire, O.
Harold Lloyd
"They do not make better comedies; we need more!"
Every exhibitor who shows these side-splitters says the same thing – pretty good proof that they belong in your house.
Produced by Rolin
Pathé Distributors
MICHELSON



"They're growing more popular with each subject," says the Liberty Amusement Co. of Spokane of the inimitable

HAROLD LLOYD COMEDIES

These comedies are now playing the best theatres of the country. They have found their way in on one thing only—sheer merit. Every theatre that shows them agrees that they are

The Best One Reel Comedies Made

One Reel Every Week — Produced by Rolin


There's no room for argument here!
Back yard gossip as well as that in parlor, street and office agrees that
Harold Lloyd Comedies
are the best one reel comedies made!
Ask the man who shows them!
Produced by Rolin
PATHÉ
DISTRIBUTORS





Harold Lloyd

The Worlds Greatest Comedian in

ONE REEL COMEDIES

(RE-ISSUED)

with

BEBE DANIELS AND SNUB POLLARD

You may now book Harold Lloyd in the one reel comedies in which he arrived to the undisputed position of being the world's greatest screen comedian.

These are the comedies which by their surpassing quality made the country's most successful exhibitors clamor for the bespectacled comedian in feature comedies of longer length.

These are the comedies which the exhibitors who played them agree were the greatest one reel pictures that were ever made.

With fine new prints you can now cash in on Lloyd's amazing popularity, whether you ever played them before or not.

Those now ready are "The Flirt," "All Aboard," "The Tip," "Rainbow Island," "Move On," "By the Sad Sea Waves" and "Over the Fence."

In them Lloyd is supported by Bebe Daniels and "Snub" Pollard, each of them now starring.

There are no one reel comedies like these anywhere!

Pathe Distributors

SEPTEMBER -- "INDEPENDENCE MONTH"
DO·YOUR·SHARE

Showing in More Houses Than Any One Reel Comedies Ever Made

Harold Lloyd

One Reel Comedies

Reissues

HAROLD LLOYD is the biggest box-office comedian in the world today.

No other screen comedian has ever starred in as many comedies without a certain percentage being of a quality less than Good.

Harold Lloyd has never appeared in a poor or just fair comedy!

These wonderful one-reel comedies, with "Snub" Pollard and Bebe Daniels in the supporting cast, have never been surpassed. They are as certain to pull and please as anything can be.

Produced by
The Rolin Film Co.



Pathécomedy
TRADE MARK

One One Reel Comedy Every Week

How to buy a Rolls-Royce for the price of a Ford

If you were offered a Rolls-Royce for the price of a Ford you'd jump at the chance.

When you buy the

HAROLD LLOYD

One Reel Comedies

(Reissued)

you are doing just that.

You are buying the biggest box office attraction in the business in the comedies that made his reputation and you are buying them *right.*

And though you pay a Ford price you are getting Rolls-Royce quality.

Produced by the
Rolin Film Co.
Under the supervision of
Hal E. Roach himself

Pathécomedy
TRADE MARK



GLASSES CHARACTER PATHÉ
TWO-THREE REEL SHORTS
1919-1921.

Harold Lloyd



Pathé Distributors

in the New $100,000.00 Two Reel Comedies



They Came,
They Saw,
They Yelled!

Reviewers are a hard boiled lo., but flash them something real good and they'll show they are human.

When they saw the first two of these comedies they held their sides and wrote as follows:

"They certainly mark a big advance in this comedian's offerings, and the reviewer feels confident that they will register heavily with the exhibitor and the public. . . . 'From Hand to Mouth,' a wonderful array of fast moving and laughable events. . . . If the comedian's attempts to recruit an army of bluecoats don't make them laugh themselves out of their seats, audiences are hopeless. . . . These comedies should captivate and thoroughly entertain any audience anywhere."

—Tom Hamlin in Motion Picture News.

"Replete with laughter, thrills and everything that is necessary to form good clean fun. . . . No expense seems to have been spared."

—Herbert J. Hoose in Moving Picture World.

Produced by
Hal E. Roach

Pathé Distributors

Harold Lloyd

Listen!

For four years Harold Lloyd has been building a reputation throughout the length and breadth of this country as a screen comedian second to none.

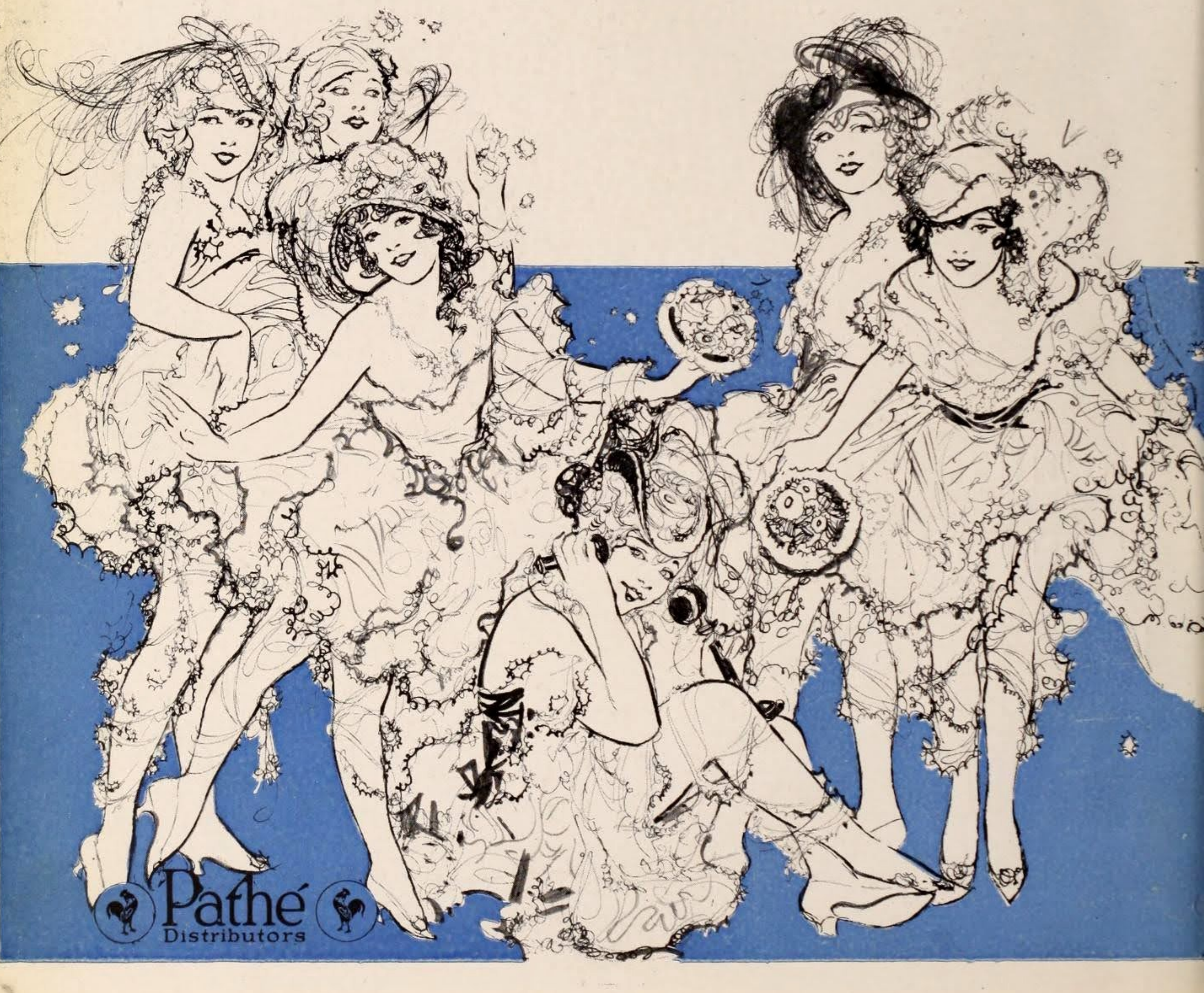
For four years exhibitors have rejoiced that they have been able to get one reel comedies so good.

Today he is presented for what he is, the GREATEST screen comedian of his time, in TWO REEL comedies of unequalled goodness.

See them and believe; laugh and then book!

ONE TWO REEL COMEDY EVERY FOUR WEEKS BEGINNING WITH NOV. 2.

Produced by Hal Roach.



in the New $100,000.00
Special Two Reel Comedies



He Rocks Their

Harold Lloyd *in the*

S. L. Rothapfel says:

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

1919 NOV 19 AM 6 05

RECEIVED AT
B34D 49 NL

LOS ANGELES CALIF 18

MANAGER PATHE EXCHANGE INC
25 WEST 45 ST NEWYORK NY

HAVE BOOKED LLOYD COMEDIES AFTER SEEING THREE OF THEM PROJECTED FOR ME THE FIRST ONE BUMPING INTO BROADWAY SHOWING HERE THIS WEEK HOUSE ROCKED WITH LAUGHTER THERE IS NO QUESTION IN MY MIND OF MR. LLOYDS INSTANTANEOUS SUCCESS AND WILL PLACE HIM IN THE FRONT RANK OF SCREEN COMEDIANS.

S L ROTHAPFEL.

The Strand Theatre of New York
Mitchel H. Mark Realty Corporation, Owners and Operators

November 17, 1919

Pathe Exchange, Inc.,
25 West 45th Street,
New York, N. Y.

Gentlemen:-

I think the Pathe Exchange is to be congratulated on having the distribution of the new two reel Harold Lloyd comedies.

"BUMPING INTO BROADWAY" was one of the best comedies that has played at the Strand in a long time. In both our New York and Brooklyn houses it was a riot of fun with the audiences, and in its originality, the cleverness of its titling, and in the wholesomeness of its fun, it is safe to predict that Harold Lloyd from now on will be just double the favorite he was in his single reel releases.

Yours very truly,
MANAGING DIRECTOR.

JE-K

Jack Eaton says:

Billy Connors of the Marion Theatre says:

THE MARION THEATRE CO.
OPERATING
THE MARION — THE LUNA-LITE
PICK OF THE PLAYS

MARION, INDIANA, November 14th 1919

Pathe Exchange, Inc.
Indianapolis, Ind.

ATTENTION.
Mr. B. S. Shrader.

My Dear Mr Shrader.

We packed them in for three days at advanced admissions with Harold Lloyd in "Bumping Into Broadway" personally it is the finest clean cut comedy that I have had the pleasure of seeing. The comments of the Patrons was unanimous that he is better than Chaplin. Kindly make arrangements to let me have a return date of at least two more days as soon as you can.

Yours Very Truly.
Marion Theatre Co.
Billy Connors
Mgr.

Produced by Hal Roach

Pathé Distributors

And He Rocks Their Houses

WESTERN UNION TELEGRAM

E116NY ALH 69 EXTRA BLUE COLLECT

PH CHICAGO ILL 123P DEC 1 1919

PATHE EXCHANGE INC

NEW YORK NY

CONGRATULATIONS UPON YOUR FIRST TWO REEL HAROLD LLOYD RELEASE BUMPING INTO BROADWAY STOP RAN SAME IN OUR PANTHEON THEATRE ALSO IN OUR ENTIRE CIRCUIT OF FIFTEEN THEATRES IN CHICAGO STOP WE THOUGHT THIS TO BE ONE OF THE BEST TWO REEL COMEDIES EVER SHOWN IN OUR THEATRE AND THE ENTHUSIASM SHOWN BY THE PUBLIC WHO WITNESSED IT AT OUR THEATRES CONVINCED US THAT WE WERE RIGHT STOP MORE POWER TO YOU AND HOPE YOU WILL CONTINUE YOUR OTHER RELEASES AS GOOD AS THIS ONE REGARDS

S STERN, LUBLINER AND TRINZ 404P

WESTERN UNION TELEGRAM

A452D 61 2 EXTRA NL

DENVER COLO 16 1919 DEC 16 PM 6 49

PATHE EXCHANGE INC 25 WEST 45 ST NEW YORK CITY NY

HAROLD LLOYDS BUMPING INTO BROADWAY SHOWN ALL LAST WEEK AS A SPECIALLY ADDED ATTRACTION AT THE AMERICA THEATRE PLAYED TO VERY LARGE AND ENTHUSIASTIC AUDIENCES NOTWITHSTANDING OUR HAVING SEVERAL DAYS OF BELOW ZERO WEATHER AND PARTIAL CLOSING OF THEATRE ACCOUNT FUEL SHORTAGE ALL COMMENTS THIS COMEDY VERY FLATTERING AND PATRONS SEEMED GREATLY SURPRISED AND PLEASED TO LEARN THAT LLOYDS NEW SPECIAL COMEDIES WERE SO SUPERIOR TO HIS FORMER EFFORTS FEEL CERTAIN THEY WILL WELCOME EACH NEW SUBJECT WHEN ANNOUNCED

A C TALBOT MANAGING DIRECTOR

WESTERN UNION TELEGRAM

D121 NYWS 26 BLUE 2 EX

PITTSBURG PA 404 PM NOV 24 1919

PATHE EXCH INC

25 W 45 ST NY

FIRST TWO REEL LLOYDS COMEDY BUMPING INTO BROADWAY WHICH WE PLAYED LAST WEEK DID PHENOMENAL BUSINESS AND MADE EXCEPTIONALLY BIG HIT WITH TREMENDOUS AUDIENCES

BLACKSTONE THEATRE

ISAAC GUCKENHEIMER

518 PM

THE STRAND THEATRE

EAST NINTH & PROSPECT

CLEVELAND, O.

ENTERTAINMENT CO.

December 9th, 1919.

Pathe Exchange, Inc.,
City.

It has always been my policy to play only the best of pictures procurable at my Strand and New Orpheum Theatres, but in your Harold Lloyds "Bumping into Broadway" I believe that I have obtained not only the very best from a comedy point of view but the very best from the box office stand point as well.

From present indications the New Lloyd Comedies are going to be as big a box office attraction as any star in dramatic or comedy acting upon the screen today. This is my opinion based on the business we are doing on "Bumping into Broadway" and I do not hesitate in recommending the New Harold Lloyd Comedies to all exhibitors.

Assuring you of my hearty cooperation and congratulating you in securing the New Harold Lloyd Comedies, I am,

Very truly yours,

Paul Gusdanovic
President.
Strand Entertainment Company.

WESTERN UNION TELEGRAM

E7 ONY CFR 24 COLLECT 3 EX

PH CHICAGO ILLS 1230 PM DEC 1

PATHE EXCHANGE INC

NY

BUMPING INTO BROADWAY STARRING HAROLD LLOYD MET WITH ENTHUSIASM BY OUR AUDIENCES AND WE ARE ANXIOUSLY AWAITING FUTURE LLOYD COMEDIES

BALABAN AND KATZ

230 PM

WESTERN UNION TELEGRAM

D89 NY LE 43 BLUE

PH CHICAGO ILLS 1214PM DEC 4 1919

PATHE EXCHANGE INC. 25 WEST FORTY FIFTH ST NY

WITH THE TERMINATION OF A SUCCESSFUL WEEKS RUN OF BUMPING INTO BROADWAY WITH HAROLD LLOYD AT THE WOOD-LAWN THEATRE I DESIRE TO CONGRATULATE YOUR COMPANY UPON THE DISTRIBUTION OF A PICTURE OF SUCH SPLENDID COMEDY MERIT COMBINED WITH SUCH EXCEPTIONAL BOX OFFICE VALUE

A KARZAS

4 PM

WESTERN UNION TELEGRAM

A417 NYS 43 6 Ex

D KANSAS CITY MO 305P NOVEMBER 26th 1919

PATHE EXCHANGE INC

25 WEST 45 ST NY

LLOYD FIRST SPECIAL BUMPING INTO BROADWAY MET WITH WONDERFUL RECEPTION MORE LAUGHS AND MORE COMMENTS BY AUDIENCE THAN ON ANY COMEDY I HAVE EVER USED AND HAVE USED THEM ALL SATISFIED BIG AUDIENCES FOR SEVEN DAY RUN

SAM HARDING MANAGING DIRECTOR LIBERTY THEATRE

KANSAS CITY MO 440P

WESTERN UNION TELEGRAM

A97X 75-4 EXTRA COLLECT

TOLEDO O 1011A 28

PATHE EXCHANGE

750 PROSPECT AVE CLEVELAND O

I AM PLEASED TO ADVISE YOU THAT HAROLD LLOYDS FIRST ONE HUNDRED THOUSAND DOLLAR COMEDY BUMPING INTO BROADWAY WAS VERY WELL RECEIVED AND WAS ONE HALF OF OUR SHOW AT OUR PREMIER AND OPENING OF THE NEW PANTHEON THEATRE WE RUN THIS COMEDY SEVENTY TWO SHOWS AND EVERY AUDIENCE WAS IN AN UPROAR FROM START TO FINISH MY PERSONAL OPINION IS IT IS THE BEST COMEDY THAT WAS EVER PRODUCED

H. C. HORATER

MANAGING DIRECTOR PANTHEON THEATRE

When Big Exhibitors Talk Like This You Can Bet

Pathé
Distributors

With Laughter Also!

We told you a week or two ago of the nice things that S. L. Rothapfel, Jack Eaton, James Q. Clemmer, Billy Connors, B. W. Brentlinger and the Ogden Theatre had to say of the wonderful success in their houses of

HAROLD LLOYD

IN THE SPECIAL $100,000.00 TWO REEL COMEDIES

Now read what some more prominent exhibitors say:

H. C. HORATER of the Pantheon Theatre says: "Best comedy ever produced."

SAM HARDING of the Liberty Theatre says: "More laughs than on any comedy I have ever used."

ISAAC GUCKENHEIMER of the Blackstone Theatre says: "Exceptional big hit with tremendous audiences."

BALABAN and KATZ say: "Met with enthusiasm by our audiences."

A. KARZAS of the Woodlawn Theatre says: "Splendid comedy merit combined with exceptional box office value."

S. STERN of LUBLINER & TRINZ says: "One of the best two reel comedies ever shown in our circuit of 16 theatres.

A. G. TALBOT of the America Theatre says: "Played to large and enthusiastic audiences in spite of zero weather."

Produced by Hal Roach

Your Last Dollar That These Comedies Are Good!

Pathé Distributors

Produced by
Hal E. Roach

Pathé
Distributors



HAROLD LLOYD *in the*

Special Two Reel $100,000.00 Comedies

The comedy is just as essential to the success of your program as the feature.

It offers contrast; it gives relaxation; it brightens everybody up; ***if it's the right kind.***

Why devote much time and money to getting the right kind of a feature, and then take *anything* in a short length film, provided it's merely labeled "comedy?"

Harold Lloyd Special Two Reel Comedies have a surpassing quality, based on four years' experience in the making of fine comedies by the best comedy producing organization in the business.

They are the *best* that money can buy.

One Two Reel Comedy Every Four Weeks, Beginning Nov. 2.

Jack Eaton Manager of New York's Strand Theatre says "Harold Lloyd puts over his own comedy situations in an individual way seldom found on the Screen!"



The Strand Theatre, together with most of the leading theatres of the country, is playing the

HAROLD LLOYD SPECIAL $100,000.00 TWO REEL COMEDIES

Mr. Eaton further says "His stories have an element of refinement that is seldom found in comedies, and at the same time they don't sacrifice speed and action, which is an elementary essential in making comedies move along and gather laughs with the audience. There is no question but that the Harold Lloyd Two Reel Comedies will make good."

Produced by HAL E. ROACH

ONE COMEDY EVERY FOUR WEEKS

Pathé Distributors

have there been comedies representative houses than the

Special Two Reel Comedies

Toledo, O.	Alhambra
Toledo, O.	Empress
Canton, O.	Alhambra
Lima, O.	Faurot
Newark, O.	Grand
Tulsa, Okla.	Strand
Easton, Pa.	Third St.
Chester, Pa.	Wm. Penn
Bethlehem, Pa.	Lorenz
Wilmington, Del.	Savoy
Reading, Pa.	Lyric
Lancaster, Pa.	Hamilton
Scranton, Pa.	Strand
Wilkes Barre, Pa.	Savoy
Allentown, Pa.	Hippodrome
Harrisburg, Pa.	Victoria
Philadelphia, Pa.	Stanley Circuit
Trenton, N. J.	State St.
Mobile, Ala.	Dauphine
Beaumont, Tex.	Jewell
Washington, D. C.	Metropolitan
Richmond, Va.	Colonial
Norfolk, Va.	Wells
Kansas City, Mo.	Liberty
Wichita, Kan.	Wichita
Joplin, Mo.	Electra
Denver, Col.	America
Casper, Wyoming	Lyric
Trinidad, Colo.	Palace
Colorado Sp'gs, Colo	Liberty
Pueblo, Colo.	Rialto
Omaha, Neb.	Strand
Lincoln, Neb.	Colonial
Sioux City, Ia	Princess
Council Bluffs, Ia	Liberty
Seattle, Wash.	Clemmer
Tacoma, Wash.	Liberty
Ogden, Utah	Ogden
Pocatello, Idaho	Rex
Boise, Idaho	Pinney
Twin Falls, Idaho	Idaho
Indianapolis, Ind.	Circle
Marion, Ind	Luna Lite
Terre Haute, Ind	Liberty
Muncie, Ind.	Wysor Grand
Lafayette, Ind.	Luna
Lansing, Mich.	Gladmer
Kalamazoo, Mich.	Majestic
Detroit, Mich.	Washington
Grand Rapids, Mich	Majestic Garden
Saginaw, Mich.	Franklin
Battle Creek, Mich	Regent
Flint, Mich.	Garden
Dodge, Ia.	Strand
Iowa City, Ia	Pastime
Newark, N. J	Newark
Newark, N. J	Proctor's
Elizabeth, N. J	Capital
Paterson, N. J	Lyric
Raleigh, N. C	Superba
Columbia, S. C	Rivoli
Charlotte, N. C	Broadway
Winston Salem, N. C	Amuzu
Ithaca, N. Y.	Strand
Buffalo, N. Y	Strand
Buffalo, N. Y	Olympia
Rochester, N. Y	Victoria
Rochester, N. Y	Regent
Elmira, N. Y	Majestic
Milwaukee, Wis.	Strand
Beloit, Wis.	Majestic
Oshkosh, Wis.	Rex
Racine, Wis.	Rex
Spokane, Wash.	Liberty Amusement Co.
Walla Walla, Wash	Liberty
Great Falls, Mont	Imperial
Butte, Mont.	American
Billings, Mont.	Regent
Little Rock, Ark	Gem Amusement Co.
Ft. Smith, Ark	Victory
Portland, Ore.	Liberty
Salem, Ore.	Oregon

Produced by Hal Roach

Pathé Distributors

Announcing

Harold Lloyd



One Two-Reel Comedy Every Four Weeks. Beginning

in his new Special $100,000.00 Two Reel Comedies

During a period of more than four years, Harold Lloyd has never appeared in an inferior picture; as much cannot be said of any other screen comedian.

Always original, always creating new "stunts," and always funny, today he stands as the *foremost* screen comedian bar none.

The best theatres in every community show his pictures; and their popularity is shown at the box office.

Today Pathe is proud to announce to exhibitors and public this inimitable comedian in his supreme achievements, special $100,000.00 two reel comedies of a kind never before attempted, and of a quality that has never been equalled.



Pathé Distributors

Produced under the personal supervision of Hal E. Roach

ith Nov. 2

Announcing

Harold Lloyd *in a series*



Something like four years ago Pathe introduced a one reel comedy with an unknown young man as the star.

"Just Nuts" made an instant and spontaneous hit. It was the first of a long line of one reel comedies of a new and original kind.

They have found their way into the best houses of the country and into the hearts of the multitudes who see them.

They are the best one reel comedies that have ever been made.

Harold Lloyd need not fear comparison with any screen comedian of the day. Scores of exhibitors tell us he is the greatest of them all.



Pathé
Distributors

Special Two Reel Comedies

Now he is presented in a series of great two reel Special Comedies, meaty with laughs, peppy with pretty girls, zippy with action.

The Lloyd comedies are so popular that we advise exhibitors to get into touch with the nearest Pathe exchange <u>at once</u> for information concerning these new comedies.



Produced by Hal Roach
First Two Reel Comedy Nov. 2

Pathé
Distributors

"If this two reeler does not make your crowd laugh, nothing will", says Wid's



HAROLD LLOYD

IN THE SPECIAL
$100,000.00
TWO REEL COMEDIES

"Certainly these comedies are unusually good. Lloyd is excellent in each of them. Rarely are comedies presented with the elaborateness of these productions. They merit a good run." Wid's, in a review of "His Royal Slyness" the third of the best two reel comedies made. Ask your nearest Pathé Exchange to screen for you "His Royal Slyness."

Produced by
HAL ROACH

Pathé
Distributors

HAROLD LLOYD

in

"Bumping Into Broadway"

Produced by HAL ROACH

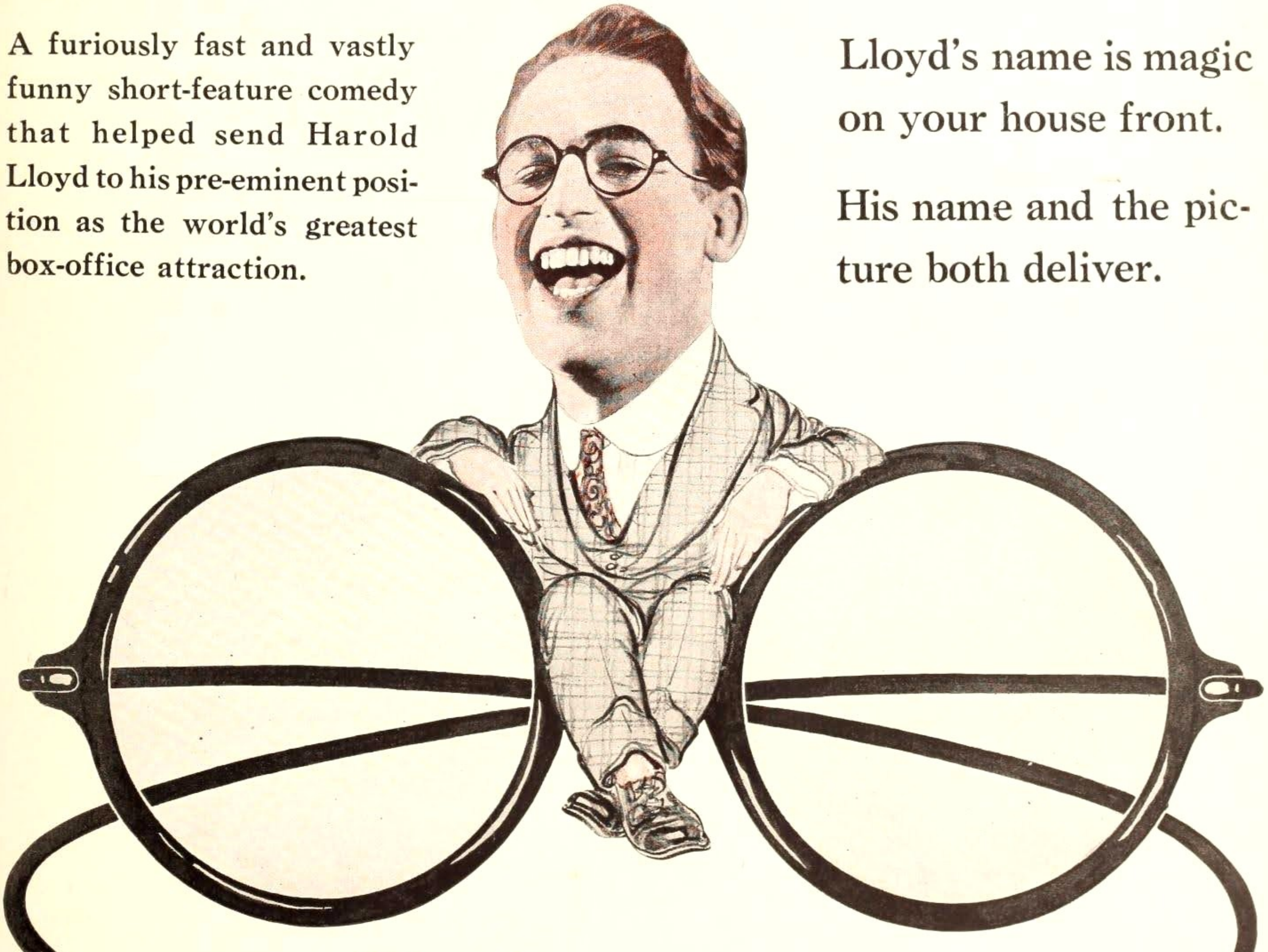
TWO REELS

(RE-ISSUE)

A furiously fast and vastly funny short-feature comedy that helped send Harold Lloyd to his pre-eminent position as the world's greatest box-office attraction.

Lloyd's name is magic on your house front.

His name and the picture both deliver.



Pathépicture

TRADE MARK

Bar none, the greatest two reel Comedy ever made!

Harold Lloyd

in

"Haunted Spooks"

Before the first of these $100,000 Two Reel Comedies was released we told you that they were better than any that had ever been made, and we made the statement without qualification.

Time has proven to you that we were right. The greatest theatres in the country are playing these comedies with unexampled success. Exhibitors everywhere tell us enthusiastically that their audiences applaud the comedies with perfect gales of laughter.

Now we assure you that in "Haunted Spooks" we present for your consideration a genuine masterpiece of mirth.

However big your feature, advertise this wonderful Lloyd comedy *bigger!*

Some of the nice things they say of Harold Lloyd:

"Harold Lloyd, whom some of us persist in believing the funniest man on the screen."
Helen Pollock in The Morning Telegraph.

"A bushel of fun in the Harold Lloyd Comedy 'His Royal Slyness.' The Lloyd brand of comedy is individual. He couldn't be doubled on that." *Frances Agnew in The Morning Telegraph.*

"The Harold Lloyd Comedy 'His Royal Slyness' is delightful." *New York Tribune.*

"The Harold Lloyd Comedy got more laughs out of the audience than any comedy we've seen of late." *Picture Play Magazine.*

"The new Harold Lloyd Comedy is a wonder." *Agnes Smith in The Morning Telegraph.*

"'From Hand to Mouth' is an extremely funny Harold Lloyd Comedy."
Harriet Underhill in N. Y. Tribune.

"The Harold Lloyd Comedy 'Captain Kidd's Kids' is very funny. *N. Y. Sun.*

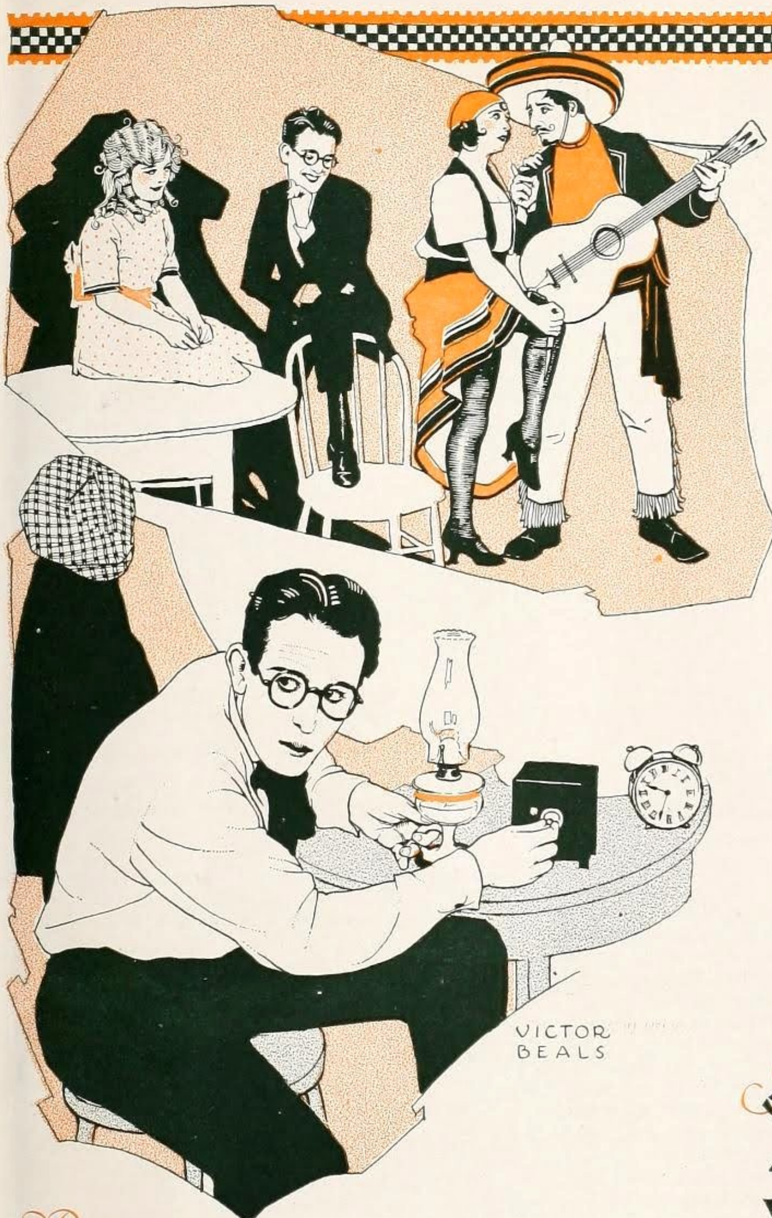
"Harold Lloyd is certainly carrying a beacon light and showing the way to his contemporaries. He has a neater bag of tricks than all the other mirth provokers combined".
Laurence Reid in Motion Picture News.

Pathé
Distributors

Produced by
Hal Roach



Pathé
Distributors





HAROLD LLOYD

greatest of screen comedians in

"AN EASTERN WESTERNER"

Produced by HAL ROACH

A TWO REEL COMEDY SPECIAL

Blase Critics Unite In A Paean Of Praise At The Surpassing Excellence Of The Wonderful Two Reel Lloyd Comedies;

"There has been more and better laughter on Broadway because of these comedies. They are funny . . . The house is kept laughing all the time . . . They have found clever, unexpected, original things for Lloyd to do,—stunts irresistibly risible . . . So thanks for the Lloyd comedies. They make people laugh whole-heartedly, healthily."—New York Times.

"'An Eastern Westerner' is a very good comedy . . That Harold Lloyd is its star should be enough of a recommendation to those who have seen him before."—New York Tribune.

"'An Eastern Westerner', the best of its type since Mr. Lloyd's previous comedy ('Haunted Spooks') . . . Lloyd is more amusing than ever."—New York Telegraph.

"For unusual tricks and gags, for hilarious surprises or real plot, you will search long and far before coming upon the equal of the Lloyd picture. In 'Haunted Spooks' Lloyd shows new trick after new trick. His attempts at suicide, each one winding up with a preposterously funny surprise, the rapid action in the 'haunted' house, these are scenes that for sheer nonsensical comedy value attain the topmost heights. And the biggest laugh of the season, the one in which the Jewish gentlemen are revealed talking in the automobile, is destined to go down in history as a piece of tomfoolery par excellence."
—Picture Play Magazine.

THE THEATRE SHOWING THE HAROLD LLOYD COMEDIES HAS A BIG ADVANTAGE OVER ITS COMPETITOR.

Pathé
Distributors

A RIOT OF ROLLICKING FUN!

HAROLD LLOYD

in AN EASTERN WESTERNER

A TWO REEL COMEDY

Listen!

Harold Lloyd is a giant in filmdom to-day.

His comedies are generally billed **bigger than the feature,** because they pull bigger than the feature.

Just read a few of the comments on the last Lloyd comedy, "Haunted Spooks":

"One of the funniest and cleverest comedies yet registered."
—Morning Telegraph.

"A word of blessing for 'Haunted Spooks.' Hilarious enough to cause even a medium to cease for the time being to take ghosts seriously."—N. Y. Sun.

"Astonishingly fresh and diverting."—N. Y. Tribune.

"The audience roared. It's the funniest comedy of the season."
—N. Y. Evening Sun.

"Lloyd made a hit."—N. Y. Globe.

"Brightest spot on the Strand program this week. 'Haunted Spooks' brought down the house."—Wid's.

"Contains a flock of snikkers. An object lesson to comedy producers."—Variety.

"Brightest spot on the Rivoli program. Comedy in the real sense."—Variety.

"The man who discovered Harold Lloyd deserves a vote of thanks. If you never heard laughter come in gales you will when you see his latest comedy."
—Minneapolis Tribune.

"'Haunted Spooks' attains the supreme heights of comedy. Not an inch of wasted film. Every scene counts as a laugh. The gags are startling, original and sidesplitting Lloyd is a big league comedian, his company is big league and whoever does the directing is big league."—Wid's.





HAROLD LLOYD

greatest of all screen comedians, is announced in

HIGH AND DIZZY

a laughing triumph

A Two Part Comedy Special

Produced by Hal Roach

Pathé Distributors

Harold Lloyd

in his supreme achievement

"High and Dizzy"

A Comedy Special

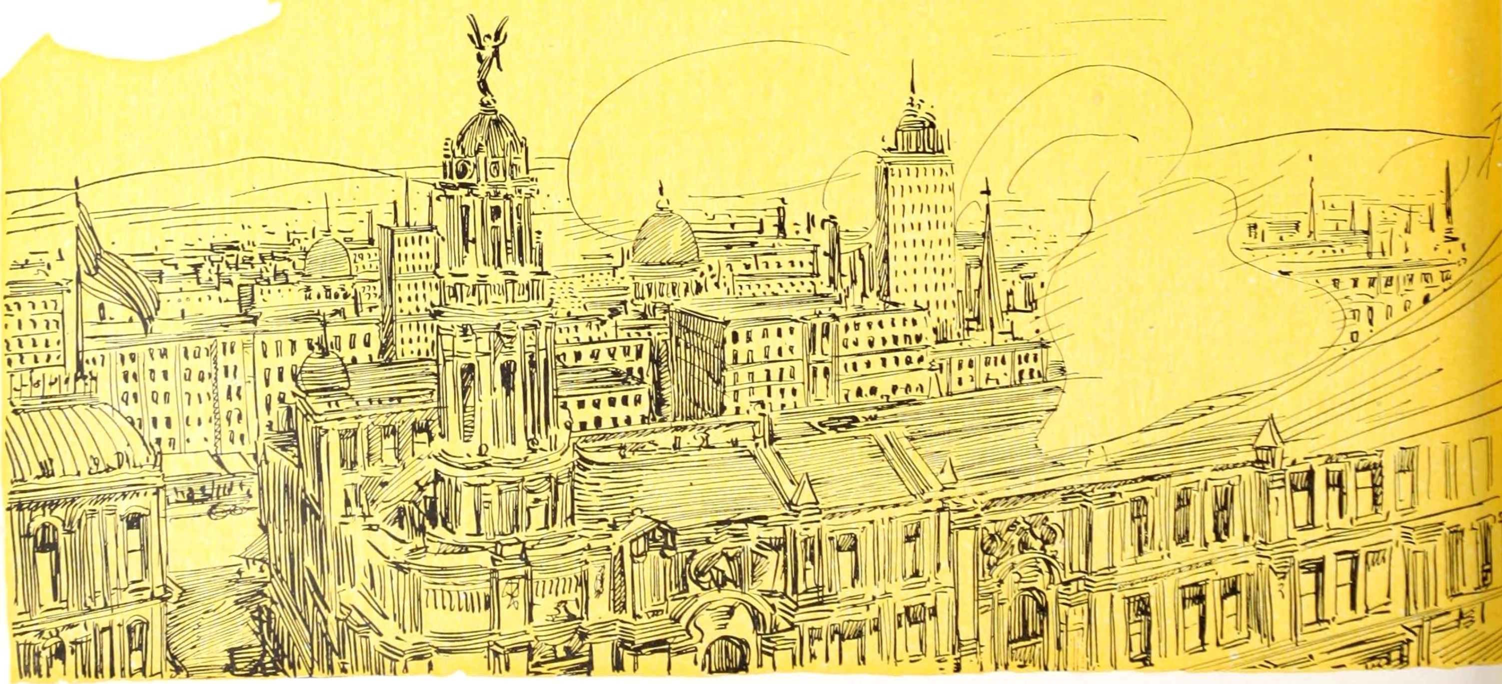
If this laugh-compelling sensation doesn't make your audience screech with delight then they are hopeless.

When Lloyd follows the sleep-walking lady along the high and dizzy ledge of a lofty building, audiences will alternately gasp with apprehension and thrills, and choke with unrestrainable laughter.

Two reels of constant mirth, amazingly fresh and original.

The exhibitor who shows this comedy will receive a vote of heartfelt thanks from his community.

Pathé Distributors




Pathé
Distributors

HAROLD LLOYD

in the comedy special

HIGH AND DIZZY



"High and Dizzy" was directed by Hal E. Roach himself.

Mr. Roach has directed all of Lloyd's great comedies,—"Bumping Into Broadway," "Captain Kidd's Kids," "From Hand To Mouth," "His Royal Slyness," "Haunted Spooks" and "An Eastern Westerner." He also produced the earlier one reel Lloyd comedies that are still spoken of as the greatest one reel comedies that have ever been made.

Now Mr. Roach has produced in "High and Dizzy" the *best* of them all.

A wonderful combination, this; Lloyd, the screen's most illustrious comedian, and Roach its greatest comedy director and producer!

Now Booking—See It—Book It

Pathé
Distributors


HAL ROACH
Presents
HAROLD
LLOYD
VICTOR
BEALS
IN
"GET OUT
AND GET
UNDER"
a two part
Comedy Special
Pathé
Distributors

HAROLD IN THE GET OUT AND

EVERY ONE WHO EVER OWNED AN AUTOMOBILE WILL GET WEAK FROM LAUGHING AT

The Lloyd Comedy Specials more praise than any Picture

TRADE PAPER

Motion Picture News, 7/24/2

"High and Dizzy"

(Two-Reel Harold Lloyd Comedy—Released by Pathe)

HAROLD LLOYD has been coming through with real comedies so long that exhibitors and audiences would forgive him if he slipped just once but instead his record for consistency grows like the proverbial mushroom and now in presenting "High and Dizzy," he has given the public two reels of entertainment that for novelty, earned laughs and thrills has not been equalled since "Shoulder Arms."

The work of the star throughout the picture is entirely legitimate and establishes him firmly as a talented comedian in light comedy. There is nothing "knockout" in his work in "High and Dizzy." Every laugh is earned by clever acting, original incident and truly humorous titles. The picture deserves to be featured in every theatre where it is booked. The exhibitor who dosn't feature it is passing up a money making opportunity.—J. S. DICKERSON

REGIONAL PAPER

"High and Dizzy"

Pathe—Two Reels—Starring Harold Lloyd—Directed by Hal Roach.

Making prophecies is dangerous business, but we cheerfully predict that one of the days Harold Lloyd is going to break the "Shoulder Arms" record for box office receipts on a comedy. Every picture of his finds an increasing number of fans who regard him as the greatest comedian on the screen, and wise exhibitors everywhere are billing him over the feature.

"High and Dizzy" is uproarious comedy. We hesitate to say that it is the funniest thing he has done, for the appeal of a comedy depends so largely on how one's dinner has agreed with one, but we seldom laugh out loud much at a comedy in the projection room, and we did at "High and Dizzy."

It is one continuous laugh from start to finish. Lloyd (or his director) has an uncanny faculty of finding comedy possibilities in the things around us—the sidewalk elevator, the dial on the front of the hotel elevator by which he sets his watch.

"High and Dizzy" is somewhat unique, too, in that it provides a generous number of real thrills. Lloyd's souse comedy on the ledge of the hotel building is either sheer daredeviltry or extremely clever faking. Lloyd's acrobatic ability in this picture will surprise you.

Unlike the offerings of most comedians, it has a fair amount of story running through it, and there is a laugh in every scene. If you play this, for the luvva Mike bill it over the feature, unless you're playing an extra super-feature-special.—L. C. M.

Amusements 7/31

HAROLD LLOYD IN

"HIGH AND DIZZY"

(Pathe)

THE BEST TWO-REELER COMEDY IN MANY MOONS

The Boy	Harold Lloyd
The Girl	Mildred Davis
The Boy's Friend	Roy Brooks
The Girl's Father	Wallace Howe

The day for bathing-beauty, slap-stick, custard-pie comedy is done—and Harold Lloyd, so far, seems to be the first comedian to realize this. He is, by far, the cleverest comedian on the screen today—his two-reel comedies are featured equally with the feature picture, in all the biggest theaters. And his popularity is based on the solid foundation of inherent ability, hard work and stick-to-it-iveness. He doesn't do a picture, and then loaf for six months or a year—he works and works hard. And he deserves the fame and fortune he is acquiring.

The "business" is new and exceedingly funny—and the thrills are plentiful. The suspense and thrill of the scene in which Harold follows Mildred around the six-inch ledge of the third-story window, is keener than in many five-reel features we have seen in a long, long time. The titles, by H. M. Walker, deserve a whole paragraph to themselves. The picture, on the whole, is simply GREAT!

Atlanta Film Review 8/14

NEWSPAPER

Chicago Tribune 7/18/'20

PART 6—PAGE

Harold Lloyd, in "High and Dizzy," I think, is just as funny as Chaplin ever was. He's cleverer than Chaplin often is, and in this picture offers you something new in thrills, which is more than a Chaplin comedy has done for a good long time.

I went into a theater the other day to see the feature picture—got there too early, and had to sit through the comedy, something I usually abominate doing. This time, however, it was different. I found myself entertained every minute, laughing half the time, and with my hair rising on end the other half. And how the rest of the audience enjoyed it! They shrieked with laughter—just the way they used to do at the Chaplin pictures—and during the hair-raising parts of the comedy there were sighs, squeals, and all the other peculiar sounds human beings make when they think something terrible is just about to happen and they're about to see it.

Pathé Distributors



have consistently received released during the past year

EXHIBITORS

LLOYD HIGH AND DIZZY. STANDING THEM OUT AT EIGHT O'CLOCK. SOME COMEDY.

W. C. McIntire,
Fayetteville, N C.

"Haunted Spooks" produced more genuine laughs from big house tonight than any comedy ever shown in this theatre has ever done My congratulations on what is proclaimed by all who have witnessed it to be simply great.

Stan Brown,
Metropolitan Theatre,
Grand Forks

EXHIBITORS

Am pleased to state the contract made with you for two reel Harold Lloyd comedies has been a most satisfactory one stop We contracted for three days each comedy and have held all over for a full week Harold Lloyd has been proven best box office attraction yet.

(Signed) Waldorf Theatre,
Lynn, Mass.

Again Harold Lloyds The Eastern Westerner done the trick breaking all records at the Pantheon Theatre this week stop unquestionably he is the biggest box office comedian at this time.

(Signed) H. C. Horater,
Toledo, O.

Just finished playing the six Harold Lloyd two reel comedies They are the best before the public today our audience didn't laugh they screamed at them we consider them verv strong box office attractions and were all anxiously waiting on the next release.

(Signed) Strand Theatre,
James P. Dunlevy, Mgr.,
Akron, O

EXHIBITORS

We have played every one of the two reel Harold Lloyd comedies to packed houses both nights stop this town which formerly could see nothing but rough comedy is Lloyd nutty I took pains to listen comments and most every one seemed to think he had no equals as a screen comedian I can play Lloyd day and date against any other screen comedian and bar none and guarantee outdraw the other bird.

(Signed) Jacob Alpert,
Victory Theatre,
Putnam, Conn.

Two reel Harold Lloyd comedies are certainly making a big hit with our patrons they are greeted with applause and the house is in a continuous roar of laughter during the run of each comedy.

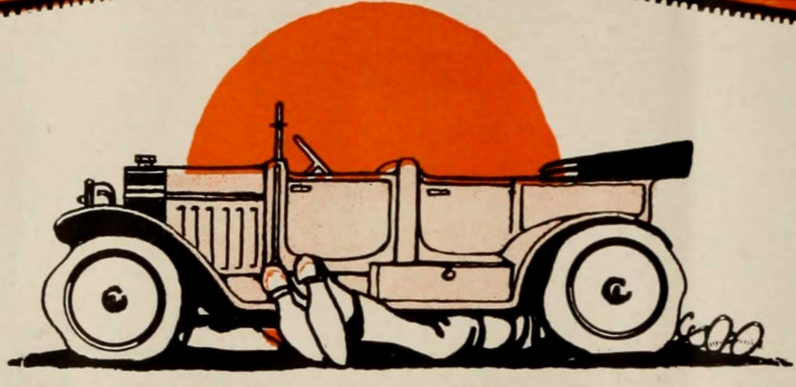
(Signed) Washington Theatre,
Boston, Mass.

Have just finished playing the fifth Harold Lloyd two reel comedy and am pleased to say they have proven biggest attraction at my house than any so-called special features stop Never played comedies my house until Harold Lloyd on account of vaudeville stop Am closing the show with these comedies in preference to feature picture or feature act I wish there were twice the number of Lloyd comedies.

(Signed) Louis O. Carroll, Mgr.,
Waldorf Theatre,
Waltham, Mass.



Pathé
Distributors



HAROLD LLOYD

IN

"GET OUT AND GET UNDER"

A COMEDY SPECIAL

Get in on "Get Out and Get Under."
It's another amazing knockout from
The Screen's Leading Comedian.
It's one big roar from start to finish.
Its business is new; it's gags are new.
It's another "High and Dizzy."
You know how good that was!
Lloyd, the super-comedian, and Roach
the super-director have created
another comedy gem that will
live!

Pathé
Distributors



Hal Roach

presents

Harold Lloyd

in the Comedy Special

"Number, Please?"

Produced by ROLIN

Directed by HAL ROACH

A certain sensation
in *every* house

PATHÉ
Distributors



Lloyd—
long on laughs

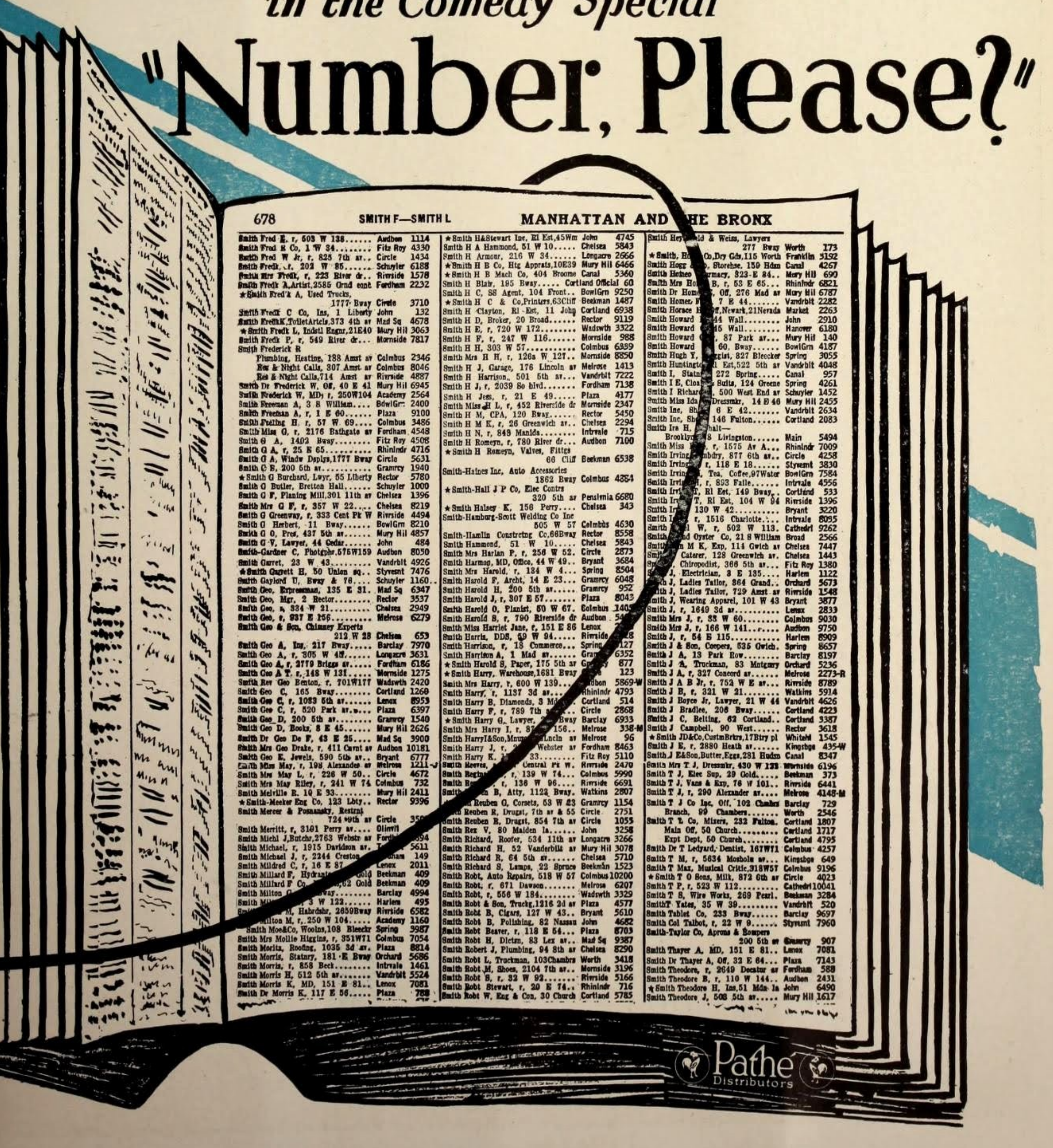

Produced by Rolin
Directed by
Hal Roach
It has more laughs than there
are Smiths in the telephone book
Pathé
Distributors

Hal Roach presents

Harold Lloyd

in the Comedy Special

"Number, Please?"



Harold Lloyd

in the Comedy Special

"Number, Please?"



THE first of the Lloyd Comedy Specials was issued only twelve months ago.

Within the year it has become evident both to exhibitors and the public that Lloyd has become the *leading* screen comedian of the world, and Hal Roach the greatest of all comedy directors and producers.

Furthermore, and this is very important, these two have shown that pure comedy is possible without vulgarity; and that true art in acting, direction and story is better than crude slapstick.

It would be fine if it were possible to show you the hundreds of enthusiastic exhibitor letters,— the multitude of highly laudatory newspaper and magazine clippings on the subject of these comedies.

It is impossible, but they exist. They agree that the Lloyd Special Comedies are the *best* on the market today.

Pathé Distributors

Lloyd—

take him by and large

The world's greatest screen comedian



Hal Roach presents

Harold Lloyd

in

"Now or Never"

Three Parts An Associated Exhibitors, Inc. Picture

You are invited to compare this comedy, *reel for reel*, with any comedy that has ever been made. There can be but one verdict—BETTER!

ASSOCIATED EXHIBITORS INC.

25 West 45th Street, New York

PATHE *Distributors*


ASSOCIATED EXHIBITORS
Associated Exhibitors, Inc.
presents
Harold Lloyd
in
"Now or Never"
Produced by Hal Roach
Pathé
Distributors

Harold Lloyd

in

"Now or Never"

Reel for reel no greater comedy has ever been made!

And that goes without exception!

"Now or Never" is the tenth Harold Lloyd multiple reel comedy; it is his first three reel picture. *Out of the ten there has not been one that was not strictly first class.* Ten great pictures without a "flop." Has that record been equaled or even approached?

In "Now or Never" Lloyd reaches even greater heights as a comedian and Roach as a director. They have created a comedy masterpiece that will shine by *any* comparison.

It is our firm belief that in this first Associated Exhibitors Harold Lloyd Comedy, exhibitors are offered a production that they may confidently offer as *second to none that has ever been made,* and immeasurably superior to all except one or two that popular acclaim has placed among the immortals.

The Associated Exhibitors, Inc., is proud to offer "Now or Never" to exhibitors.

Associated Exhibitors Inc.
25 West 45th Street, New York
PATHE
Distributors









Associated Exhibitors
presents

Harold Lloyd

in

"NOW or NEVER"

The First of The Popular Demand Series (Reissued)



Harold Lloyd is the greatest attraction in pictures today.

His name means crowded houses.

"Now or Never" is a feature attraction of the kind that you want and must have, full of laughs, with fun fast and furious.

Show it and you can't keep the crowds away!

Produced by Hal Roach

Associated Exhibitors

ARTHUR S. KANE, *President*

Physical Distributor
Pathe Exchange, Inc.

Encore Pictures

Foreign Representative
Sidney Garrett



AN
ASSOCIATED EXHIBITORS
PICTURE
HAL ROACH presents
HAROLD LLOYD
in
AMONG THOSE PRESENT
DIRECTED BY
FRED NEWMEYER
PRODUCED BY
ROLIN FILM CO.
Pathé
Distributors



A STAR WHO IS SOLD 100% TO THE PUBLIC!

Harold Lloyd IS!

We *know* it. Anyone who is familiar with the facts has to admit it. Everyone who has ever seen a Lloyd feature comedy shown before a theatre audience knows it!

How many stars, feature or comedy, can you say that of? Mighty few. The fingers of one hand will enumerate them. And time and again, in competition with others of that chosen few, Harold Lloyd has proven the greater attraction!

"A whirlwind of laughter through to the finish," says the *Cleveland Plain Dealer* of one of the Lloyds; "clean, wholesome, genuine entertainment with laughs in rapid succession," says the *Cleveland News* of another; "in competition with first class opera in one house; a highly thought of feature in another, Harold Lloyd has packed my house at 8:30," says Wm. C. McIntyre of the Rose Theatre, Fayetteville, N. C.; "my patrons tell me that they had rather see Harold Lloyd than any other screen comedian and I am in business to give them what they want to see," says John Thornton of the Liberty Theatre, Electra, Texas; and we have told you frequently what the biggest exhibitors have said of his pulling power.

Forget the length of the Lloyd comedies. Rate Lloyd where he belongs, at the top of the topmost stars in the topmost features!

ASSOCIATED EXHIBITORS, INC.
35 West 45th Street, New York
PATHE *Distributors*



Harold Lloyd

in

"Among Those Present"

PERSONAL—*To the man who does not show the Lloyd Comedies*

Have you ever—?

Have you ever heard roars of laughter coming from a competing theatre and wished that you could hear such sounds of joy in your own?

Have you ever thought that such laughter was a sure sign that "someone is picking them right"? That it's a proof of prosperity?

Have you ever taken the trouble to find out what the picture was that was "knocking them off their seats"? If you have, the chances are about 100 to 1 that it was a Harold Lloyd. And it doesn't take a lot of thought to figure it out that *a Harold Lloyd in your neighbor's theatre doesn't pay any profits in your own.*

There isn't a comedian today whose pictures average as sky high as Harold Lloyd; there isn't one who means any more at the box-offices of these United States; there isn't one that is more truly loved by the men, women and children of this nation. And there isn't one who gives the censors l[illegible] bot[illegible] [illegible]bout.

Friend, you can't evade the facts. You are losing money every time there is a Harold Lloyd you don't show.

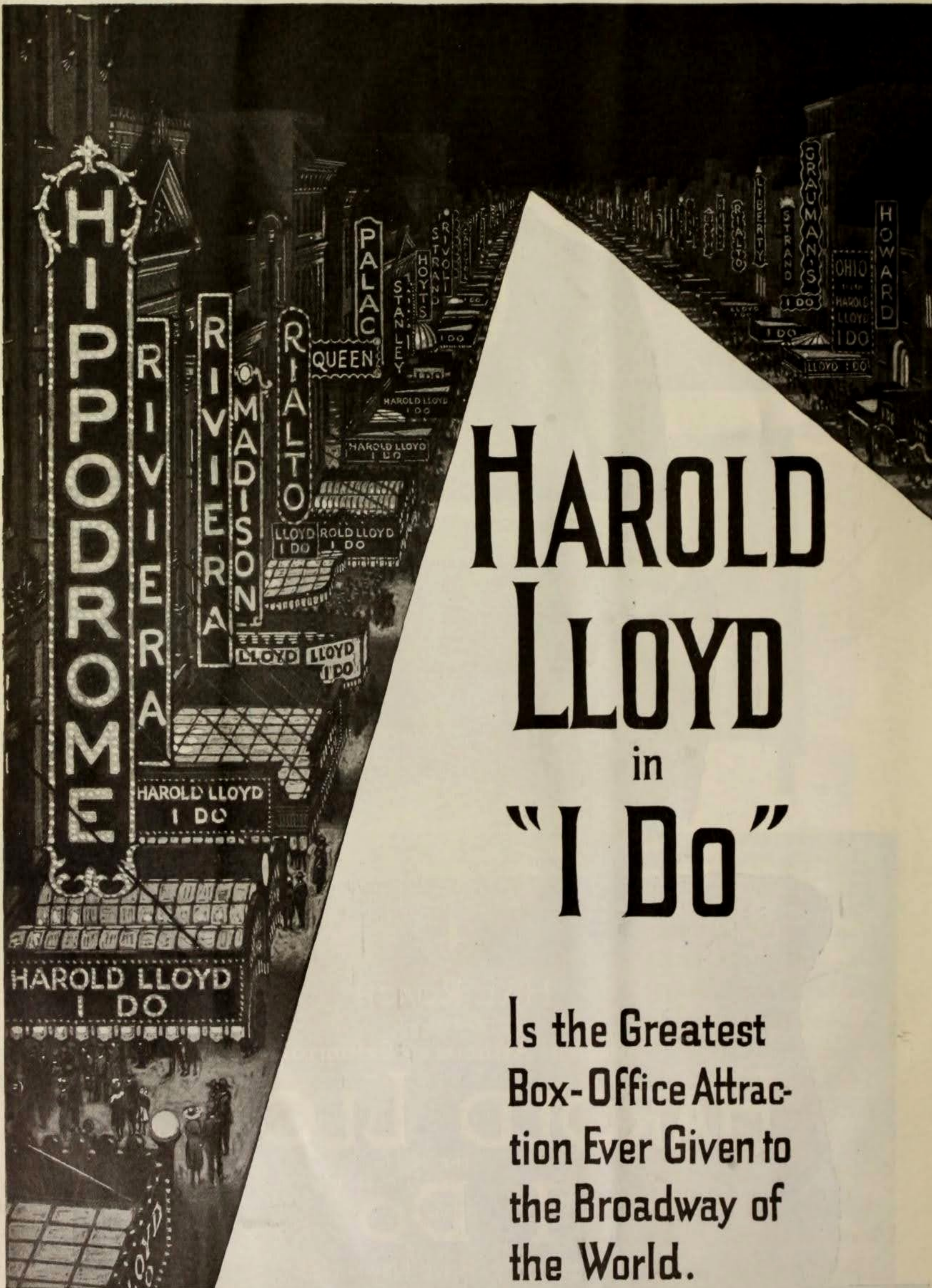
Look at his latest, "Among Those Present." *If you see, you're sold!*

Associated Exhibitors
Incorporated
35 West Forty-fifth St.
New York City

PATHE—*Distributors*


"Do you know that Harold-Lloyd is the greatest box-office attraction to-day?"
"I DO"
"Do you promise to give your patrons the best entertainment at all times?"
"I DO"
HAL ROACH
presents
THROUGH ASSOCIATED EXHIBITORS
HAROLD LLOYD
IN
"I DO"
DIRECTED BY FRED NEWMEYER


"ONLY A WOODEN INDIAN could sit through Harold Lloyd's newest comedy, 'I Do', and not double up with laughter." — Portland Oregonian.
"As the young newly-wed in 'I Do' Lloyd is funnier than ever before." —Louisville Herald.
AND EVERY OTHER NEWSPAPER IN THE UNITED STATES AGREES WITH THEM.
ASSOCIATED EXHIBITORS
HAL ROACH
presents
THROUGH ASSOCIATED EXHIBITORS
HAROLD LLOYD
IN
"I DO"
FOREIGN REPRESENTATIVE FOR ASSOCIATED EXHIBITORS SIDNEY GARRETT
PATHÉ DISTRIBUTORS



HAROLD LLOYD

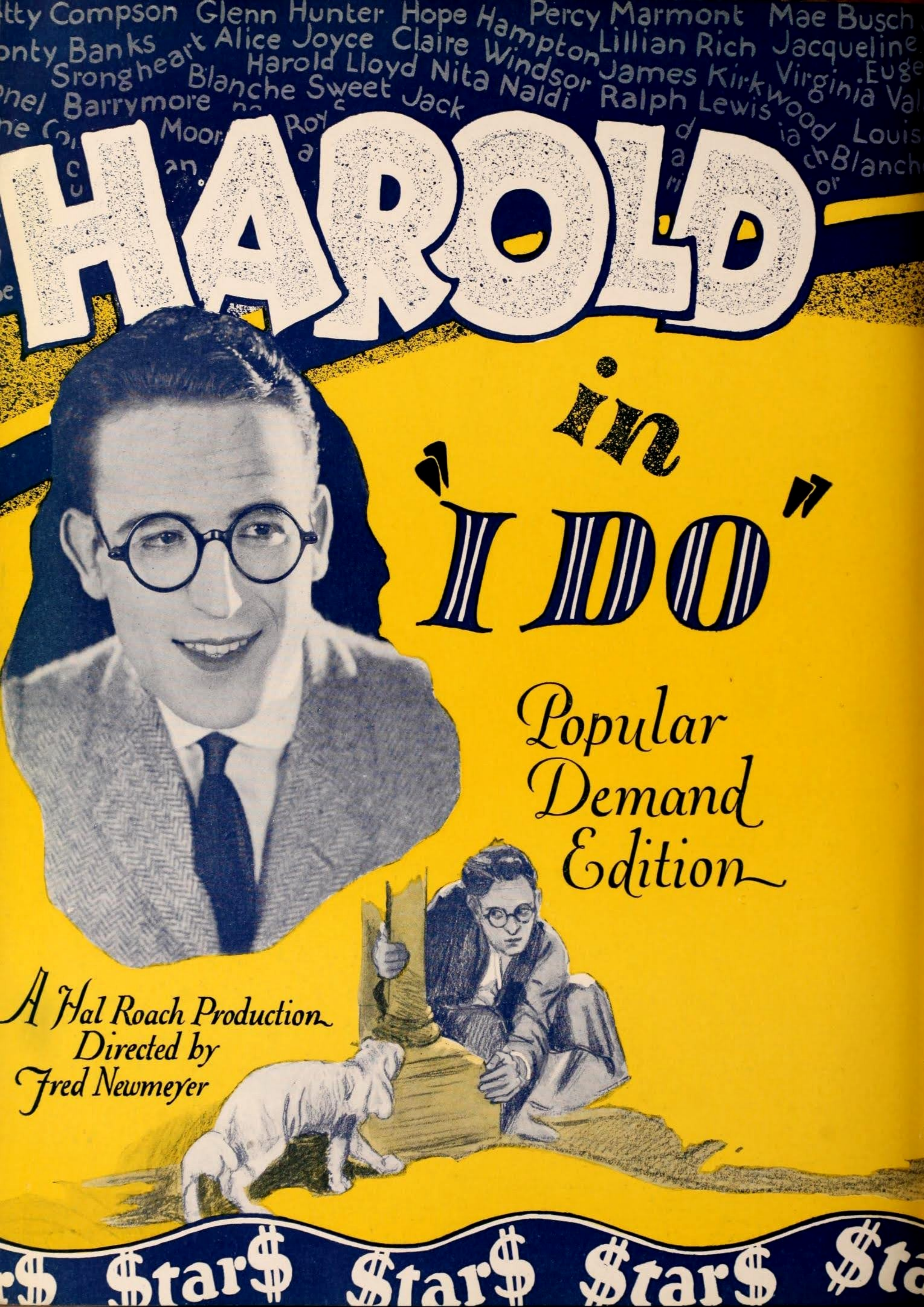
in

"I Do"

Is the Greatest Box-Office Attraction Ever Given to the Broadway of the World.

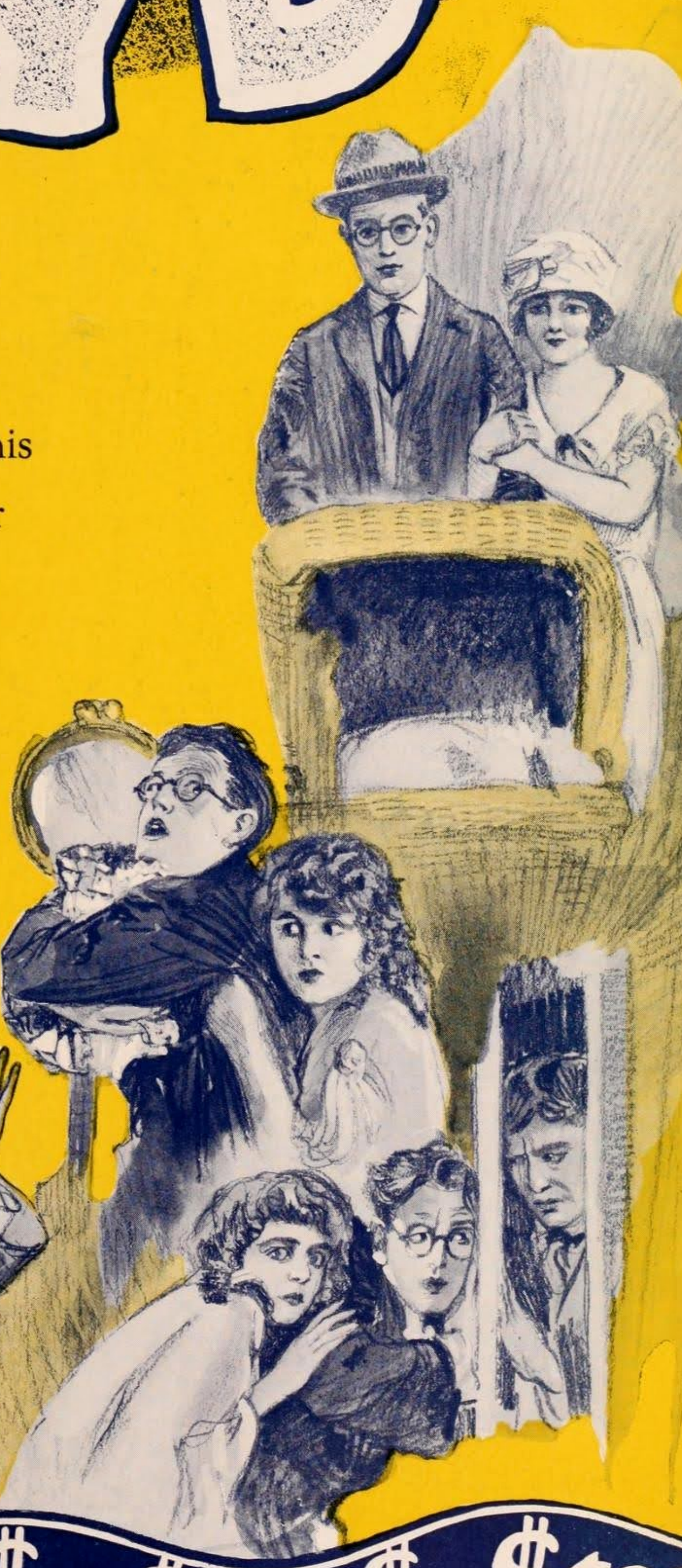


His name is in electric lights far above every other star on that big street that runs from Manhattan to the Golden Gate.— His Popularity is a Cornerstone and his Magnetism the Electric Lights of every one of these magnificent theatres.


Glenn Hunter
Percy Marmont
Mae Busch
Alice Joyce
Claire Windsor
Lillian Rich
Harold Lloyd
Nita Naldi
James Kirkwood
Blanche Sweet
Ralph Lewis
HAROLD
in
"I DO"
Popular Demand Edition
A Hal Roach Production
Directed by
Fred Newmeyer
tar tar tar

Owen Moore Peters Malcolm McGregor Mildred Ryan Roy Ste
Eileen Percy House Estelle Taylor Anne Cornwall Constance Bennett
Brien Jack Dempsey Stuart Holmes Bert Lytell Allen Forres
uis Wolheim Mildred Davis Tom Moore Nix Mary Alden
um AliceJ Hope Hampton Monty Banks rt Edna Murp
et Glenn ClaireW

LLOYD



Harold Lloyd, at the peak of his box-office strength, in a Popular Demand Edition of "I Do," one of his best remembered successes — Snappy new posters and full line of up-to-the-minute accessories.



tar tar tar $ta

HAL ROACH *presents*
Through Associated Exhibitors

HAROLD LLOYD

in

"NEVER WEAKEN"

The first of a new series of three record-breaking comedies, "Never Weaken" presents Harold Lloyd in the funniest, most novel and most spectacular production of his career.

"Never Weaken" is as good as a written guarantee of capacity business.

Now Booking

Pathé Distributors




ASSOCIATED EXHIBITORS
HAL ROACH
presents
Through Associated Exhibitors
HAROLD LLOYD
in
"NEVER WEAKEN"
It starts with a laugh.
It ends with a thrill.
It is the acme of novelty.
It is a lofty achievement in comedy construction, as dependable as a steel structure and as high as a sky-scraper in box office value.
Book the Second Series of Associated Harold Lloyd Comedies
Pathé Distributors

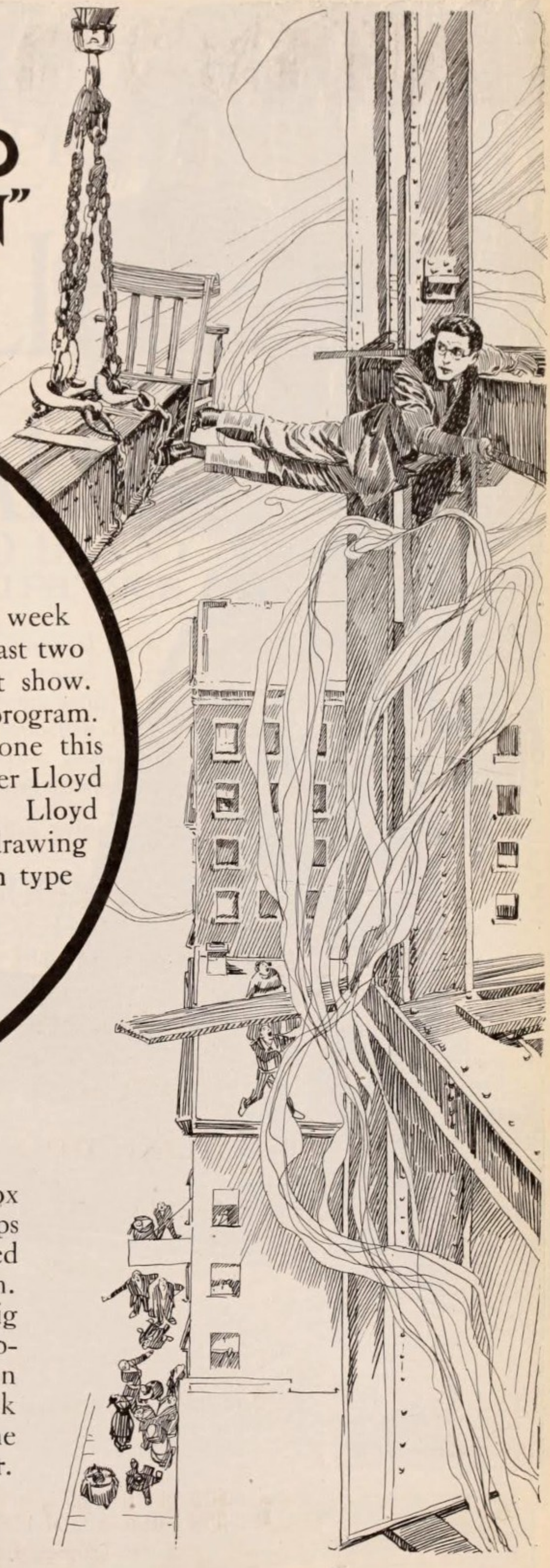

ASSOCIATED EXHIBITORS
HAL ROACH
presents
thru ASSOCIATED EXHIBITORS
HAROLD LLOYD
in
"NEVER WEAKEN"
PATHE DISTRIBUTORS
FOREIGN REPRESENTATIVE
for ASSOCIATED EXHIBITORS
SIDNEY GARRETT
"Go to it. Grab it quick!"—Motion Picture News.
"Score another homer for Harold Lloyd."—Moving Picture World.
"'Never Weaken' is a knockout. Roaring laughter punctuated by screams and hysteria. See that the seats are nailed firmly, then pack them in. 'Never Weaken' is sure to go big. It will catch on like a house a-fire."—Wid's.
"'Never Weaken' brought screams and roars of laughter to a group of hard-boiled reviewers. Better proof of fun and spontaniety in a comedy we cannot offer."—Morning Telegraph.

HAL ROACH PRESENTS
THROUGH ASSOCIATED EXHIBITORS

HAROLD LLOYD
- IN -
"NEVER WEAKEN"

PATHÉ DISTRIBUTORS

FOREIGN REPRESENTATIVE FOR
ASSOCIATED EXHIBITORS
SIDNEY GARRETT



Accept thanks
for World's Premier showing
of **Harold Lloyd** in

"Never Weaken"

All attendance records for any previous week broken. Am holding him over for at least two weeks longer. Public enthusiastic about show. Nothing longer than two reels on the program. Featured Lloyd only. First time ever done this territory. Previously could not tell whether Lloyd or multireel feature was pulling crowd. Lloyd featured alone has proven fact of his drawing power. Congratulate you on this clean type of thrilling comedy.

Dr. H. B. Brockwedel
The Symphony Theatre
Los Angeles, Cal.

Harold Lloyd has had some wonderful box office comedies but "Never Weaken" tops them all. Here is a comedy to be featured above any other offering of your program. Here is an attraction for long runs and big money. Here is an opportunity to insure absolute capacity business. There is no question about its value; it is simply a case of quick action on your part. "Never Weaken" is the most praised comedy production of the year.

Book It Quick!


Hal Roach
presents

Harold Lloyd

in

"Never Weaken"

(The Second of the Popular Demand Series)

Watch them snicker, chuckle, giggle, laugh, roar, yell!

Here's one of those great pictures that made Harold Lloyd the outstanding box office attraction of all time.

"Now or Never," the first of the reissued Lloyds, has been standing them out. This one will be a sensation anywhere, and will play to its tens of thousands where it only played to thousands before, for Lloyd has become great since it was first released.

Reel for reel you can't buy a better picture anywhere!

Associated Exhibitors, Inc.

Foreign Representative
SIDNEY GARRETT

J. S. WOODY, *President*

Physical Distributors
PATHE EXCHANGE, INC.



Hal Roach *Presents*

Harold Lloyd

in "Never Weaken"

(The Second of the Popular Demand Series)

WORLD

"Never Weaken"

Reissued Harold Lloyd Three-Reeler Chock Full of Laugh-Provoking Gags and Thrill Stuff

Reviewed by C. S. Sewell

Included in Associated Exhibitors' program for the first four months of the new season is a Harold Lloyd reissue "Never Weaken." This comedy, which has been re-edited, was one of the first Lloyd pictures to exceed two reels, in fact in its present form it is only 2339 feet but every foot is filled with laughs or thrills or both.

The early part of the picture is devoted to amusing scenes showing Harold carrying on a romance with Mildred Davis, who is now Mrs. Harold Lloyd in real life. Seeing her in the arms of another he determines to commit suicide and the various schemes which he tries and discards as unsatisfactory introduce a fine collection of laugh-getting gags with a lot of uproarious and quite a little subtle comedy.

After he has mistaken the bursting of an electric globe for the report of a pistol he has rigged up, a steel girder lifts his chair out of the window and up to the top of a skyscraper The situation where he removed a bandage from his eyes and sees the figure of an angel on the corner of a building and hears the angel's chorus being played on a harp by a girl inside one of the offices, and thinks he is in heaven, is one of the best comedy situations ever filmed.

A lot of thrill comedy follows with Harold scrambling over the steel framework continually meeting with mishaps and having a lot of near falls This picture is just as amusing today as when it was first issued and foot for foot should be able to hold its own with the majority of his later releases.

MOTION PICTURES TODAY

GOOD COMEDY

"NEVER WEAKEN." Associated Exhibitor. Photoplay. Star, Harold Lloyd. Author and Director, Sam Taylor. Length 3 Reels.—This re-issue of one of Harold Lloyd's earlier efforts is mildly entertaining. Nothing in which this clever comedian appears could possibly be dull, but the gags are not as humerous, or as laugh-provoking, as in some of his other comedies.

There are thrills aplenty, however, in which Harold balances himself perilously on the iron girders, being suspended in mid-air high up in a building under construction.

The story is slight, and concerns Lloyd's efforts to boost the business of a friend of his who is a chiropractor He meets with considerable success, but arouses the wrath of a hostile policeman who persists in turning up at the wrong time. Perhaps the most amusing stunt in the picture is where Harold, contemplating suicide, is blindfolded when he mistakes the sound of a breaking electric bulb for the report of a revolver, and is subsequently lifted out of the window by a moving girder on a huge chain. He hears a harp played, and he takes his ascent to be a journey to the heavenly regions.

Any Lloyd comedy is a good buy for any house, and this one is no exception to the rule. He is one of the best comedians on the screen, for he knows the secret of extracting laughs from reluctant spectators. Mildred Davis plays opposite the star.

"Now or Never," the first of the Popular Demand Series, was a clean-up everywhere

Knocked a score of house records galley west.

Salvaged lots of weeks that exhibitors had charged off in advance as bloomers.

All you have to do is to advertise this one—

For there's only one Harold Lloyd, and "Never Weaken" is a pip.

Associated Exhibitors

PHYSICAL DISTRIBUTOR PATHE EXCHANGE, INC. | JOHN S WOODY, PRESIDENT | FOREIGN REPRESENTATIVE INTER-GLOBE EXPORT CORPORATION

GLASSES CHARACTER PATHÉ
FEATURE FILMS
1921-1938.

A HAROLD LLOYD SPECIAL



A SUPER-DREADNAUGHT COMEDY

WITH NO LIMITATIONS ON LAUGHTER

ASSOCIATED EXHIBITORS

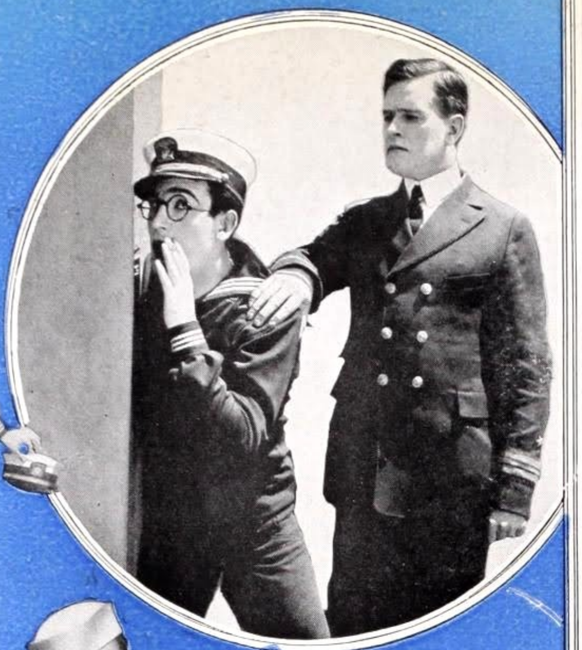
HAL ROACH
presents
THROUGH ASSOCIATED EXHIBITORS

HAROLD LLOYD
in A SAILOR-MADE MAN

Pathé

A HAROLD LLOYD SPECIAL

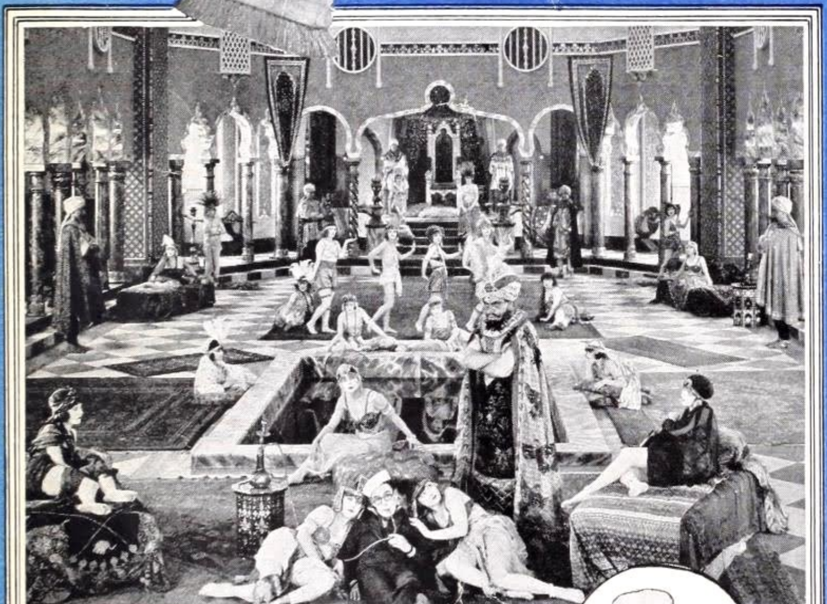








HAROLD LLOYD
in A SAILOR-MADE MA



"Lloyd is always good for several brand new stunts and he does not disappoint in this one. His comedy is straight, clean and decent."
Wids.

"It is very likely to result in an avalanche of dollars at the box office and will widen the smile on the face of the wise exhibitor."
Exhibitors Trade Review.

"All's well in this rollicking comedy. A sure laugh-getter. Fresh, novel, mirthful innovations and an honest-to-goodness story background. Certainly a gem."
Motion Picture News.

"The picture is expensively made and looks it. It is continuous fun, well presented, most amusing and a thorough, complete and satisfying entertainment."
Moving Picture World.



Associated Exhibitors

Pathe Distributors



THE HAROLD LLOYD SPECIAL

HAL ROACH

PRESENTS

THROUGH ASSOCIATED EXHIBITORS

HAROLD LLOYD

IN

"A SAILOR-MADE MAN"

PATHÉ DISTRIBUTORS



FOREIGN REPRESENTATIVE
FOR ASSOCIATED EXHIBITORS
SIDNEY GARRETT

THE COLOSSUS OF COMEDY
ASTRIDE THE SEA OF LAUGHTER

HAROLD LLOYD
in A SAILOR-MADE MAN

"By far the best audience picture I have yet seen and I predict it will establish a new box office record for this town. Each day tops preceding day. Portland is buzzing with enthusiastic comment. It is my plan to hold 'A Sailor-Made Man' at Blue Mouse Theatre for an indefinite run."

**John Hamrick, Blue Mouse Theatre,
Portland, Ore.**

"In my estimation this is one of the best, if not the best, comedy I have ever looked at. Taken from all angles, star, direction, story, photography, cast, it is just about as near perfect as any comedy to date. We played 'A Sailor-Made Man' against keen competition and I am pleased to state that we did a wonderful business."

**Merle Davis, Ansonia Amusement Co.,
Butte, Mont.**



ASSOCIATED EXHIBITORS
PATHE DISTRIBUTORS


LLOYD
A WORLD'S RECORD
Fifty Continuous Days as the Feature Attraction at the Symphony Theatre of Los Angeles
Box-office high mark exceeded in thirty cities.
Capacity houses in every theatre where it has played.
That's the way exhibitors are coining money on the overwhelming popularity of Harold Lloyd in "A Sailor-Made Man"
Exceeds in actual box-office performance all the previous Harold Lloyd hits.
HAL ROACH presents
THROUGH ASSOCIATED EXHIBITORS
ARTHUR S. KANE PRESIDENT
HAROLD LLOYD
in
A SAILOR-MADE MAN
A FOUR REEL FEATURE COMEDY
PATHÉ DISTRIBUTORS
FOREIGN REPRESENTATIVE FOR ASSOCIATED EXHIBITORS SIDNEY GARRETT

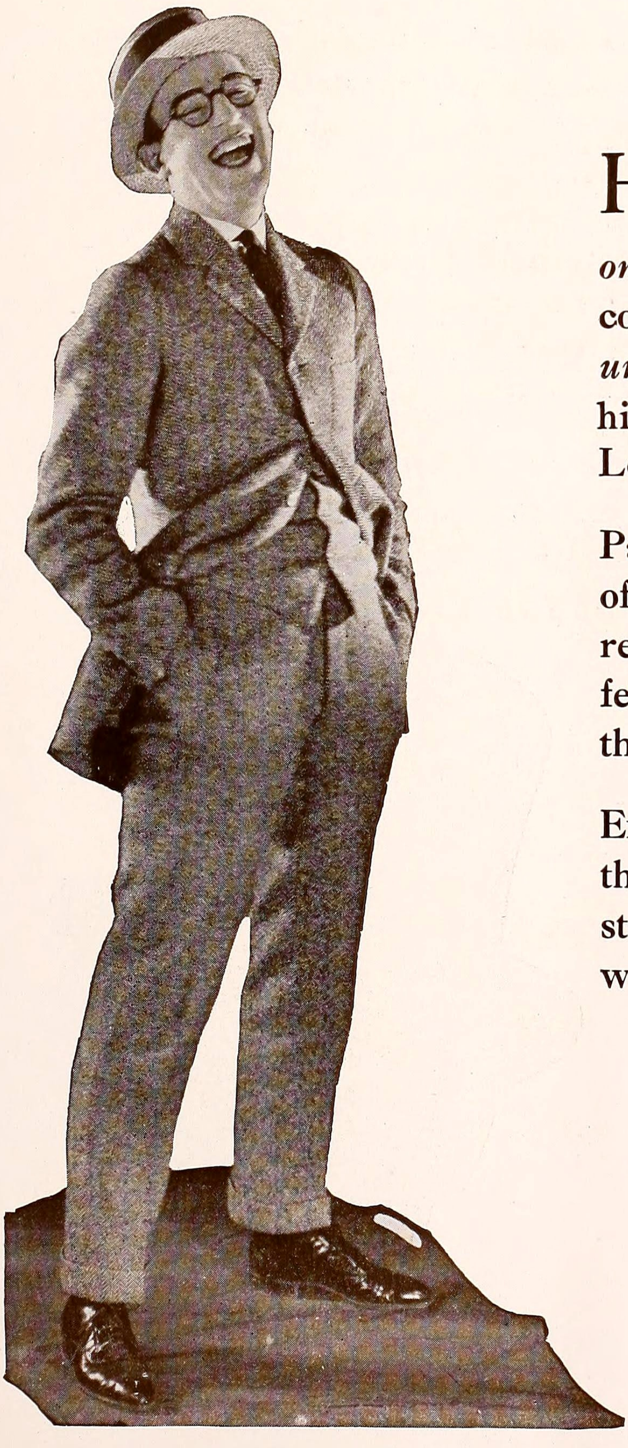
HAL ROACH *presents*

The Superlative Star

Harold Lloyd

in

Six Great Comedy Specials



HAROLD LLOYD is the only star in the world who has played in *one* picture in one theatre for *thirteen* consecutive weeks, *with the run still unfinished.* At this writing he is on his thirteenth week at the Symphony, Los Angeles.

Pathe announces with pride the return of Mr. Lloyd as a Pathe star, and the release during the coming year of six feature comedies that will represent the supreme effort of his career.

Exhibitors of the nation know that there is only one Lloyd and that he stands alone as an attraction the wide world over.

Pathécomedy

TRADE MARK


HAROLD LLOYD
IN
"GRANDMA'S BOY"
HIS FIRST
5
PART
FEATURE
PRESENTED BY HAL ROACH



Contract No:-
1
Symphony, Los Angeles,
Dr. H. B. Breckwedel,
May 14th — Indefinite
2
Strand, San Francisco
Mr. M. L. Markowitz
July 9th — Indefinite
3
Mark Strand, New York City
Mr. Joseph Plunkett, Mg. Dir.
Opening Sept. 3rd or 10th
Now Booking for the Fall Season
through
Associated Exhibitors
Arthur S. Kane, President
Foreign Representative Sidney Garrett
PHYSICAL DISTRIBUTORS
PATHÉ EXCHANGE
INC.



Contract Number:

4 Roosevelt, Chicago
Messrs. Balaban & Katz
July 31st—Indefinite

5 Heilig, Portland, Ore.
Mr. Calvin Heilig
July 30th—Indefinite

6 Apollo, Indianapolis
Mr. Charles Olsen
Sept. 10th—Indefinite

7 Liberty, Kansas City
Mr. Samuel Harding
October 1st—Indefinite

Hal Roach *Presents through*
Associated Exhibitors
Arthur S. Kane, President

Harold Lloyd

in

"Grandma's Boy"

HIS FIRST 5 PART FEATURE

Not often in this much-theatred town can it be written of a playhouse showing pictures that it could not take care of its business. A truthful account of Sunday's events must set this fact down concerning the Symphony. Harold Lloyd's "Grandma's Boy" was the occasion of a sensation in the business it drew and the revelation it made of new capacities in that leader of comedians. Sapients who saw his first five-reel feature yesterday and heard its audience roar with glee for an hour and a quarter, predicted a run of many weeks for the picture.—MONROE LATHROP, *Los Angeles Express*, May 15, 1922.



Foreign Representative — Sidney Garrett



July 23rd

Harold Lloyd in "Grandma's Boy"

Opened

11th Week

at Dr. H. B. Breckwedel's Symphony, Los Angeles.

All World's Records for the Continuous
Run of a Comedy Feature Already

SMASHED

by

4 WEEKS

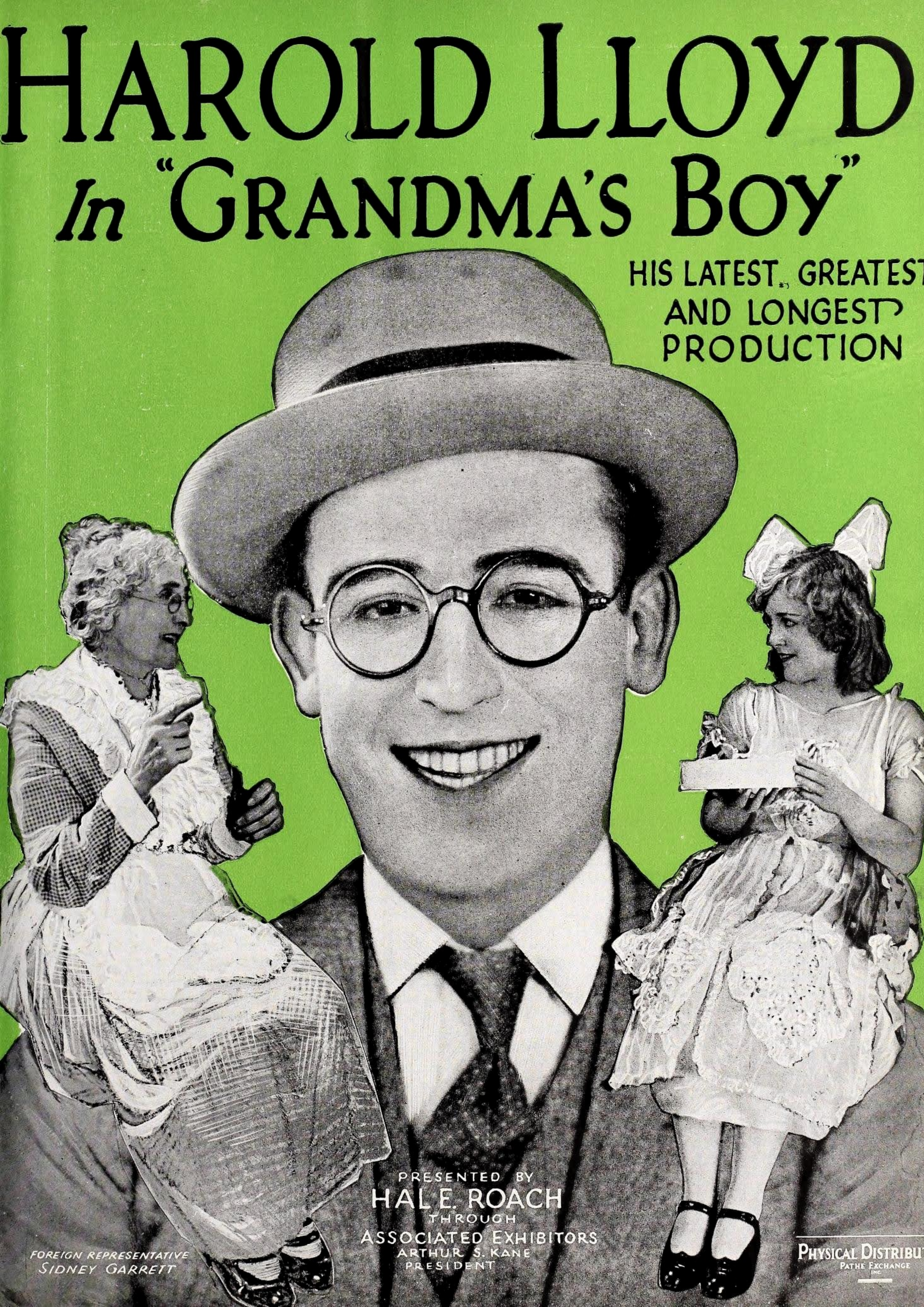
All This in the Midst of Summer.

What Will It Do In Countrywide Runs
This Fall?

Sweet Cookie!



PHYSICAL DISTRIBUTORS
PATHÉ EXCHANGE
INC.



HAROLD LLOYD
In "GRANDMA'S BOY"
HIS LATEST, GREATEST
AND LONGEST
PRODUCTION
PRESENTED BY
HAL E. ROACH
THROUGH
ASSOCIATED EXHIBITORS
ARTHUR S. KANE
PRESIDENT
FOREIGN REPRESENTATIVE
SIDNEY GARRETT
PHYSICAL DISTRIBU
PATHE EXCHANGE
INC.

HAROLD LLOYD IN "GRANDMA'S BOY"

EQUALLY acceptable in a village hall or the Throne Room of Buckingham Palace.—*Bioscope, London.*

It is impossible to reproduce the smallest fraction of the praise, commendation, exultation, adulation with which Harold Lloyd in "Grandma's Boy" already has been received.

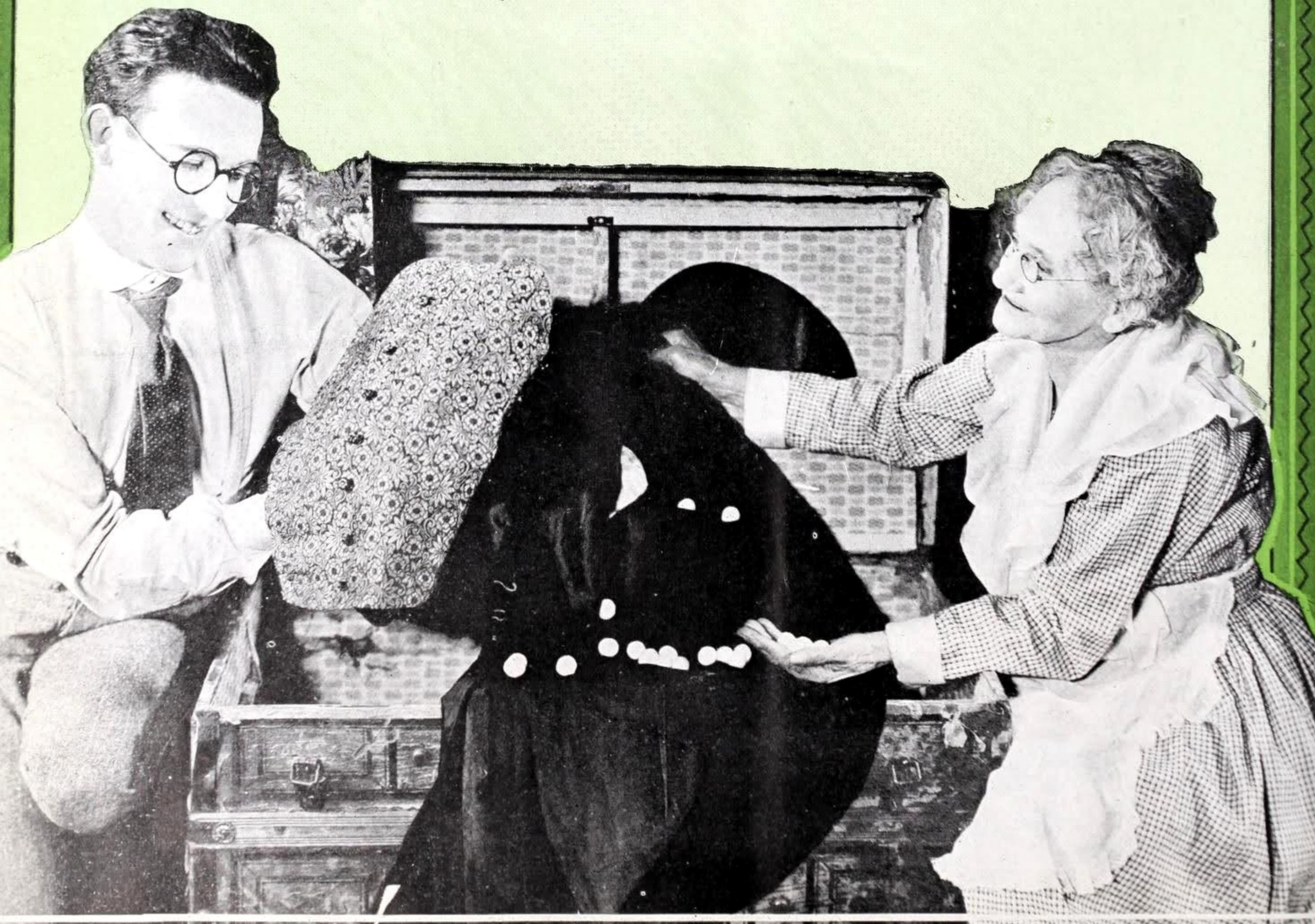
Up to *August 1st* no theatre had opened it except for indefinite runs. No run had finished, although begun as long before as May 14th.

A veritable tornado of endorsements has followed its every showing.

More indefinite runs start during August and September, as well as shorter ones beginning with September.

Don't show this greatest comedy feature of all time if your seats are in bad repair or if you and your staff do not want to work handling crowds.

Now Booking For The Fall Season





An Avalanche!

You've Heard That Before. This Time It's True. Look: July 16th Opened **10**th Consecutive Week Dr. Breckwedel's Symphony Theatre, Los Angeles, Already Shattering by **3** Weeks HAROLD LLOYD'S Own January-February Record of 7 Weeks for a Comedy Feature. Laughing at the Hottest June and July in Los Angeles History. Both Runs Strictly on Their Box Office Merits.

Hal Roach *Presents through*
Associated Exhibitors
Arthur S. Kane, President

Harold Lloyd

in

"Grandma's Boy"

HIS FIRST 5 PART FEATURE



Grab it quick and beat the other fellow to a barrel of money. "Grandma's Boy" is as near perfect a picture as it's possible to make.—Charles Larkin, Motion Picture News, Pages 306-307, July 15th.

Foreign Representative — Sidney Garrett

Do You Believe Your Eyes and Ears?



Be sure and don't miss **"Grandma's Boy"** because **it is great.**—Edwin Schallert, Los Angeles Times, May 15, 1922.

Some of those who have declared their belief:

Dr. H. B. Breckwedel, Mr. M. L. Markowitz, Mr. Moe Mark, Mr. Walter Hays, Mr. Joseph Plunkett, Messrs. Balaban & Katz, Mr. Charles Olsen, Mr. Calvin Heilig, Mr. Samuel Harding, Southern Enterprises (Atlanta, Charlotte and Memphis Territories), Mr. H. E. Ellison, Mr. Nathan Robbin, Messrs. Turner & Dahnken, Mr. Michael Shea, Mr. Max Spiegel (Schenectady) Messrs. Mudd & Colley, Mr. C. L. Welsh, Mr. C. S. Smith, Mr. A. F. Brentlinger, Mr. Billy Conners, Mr. Guy D. Haselton, Mr. A. G. Rice, Mr. C. C. Young, Mr. N. F. Thurston, Mr. A. H. Blank, Mr. James Callahan, Mr. Andrew Karzas, Mr. George W. Naylor, Mr. Phillip Miller, Mr. H. Lorence, Mr. Edward A. Zorn, Mr. H. E. Rice, Mr. H. F. Thurston, Mrs. R. H. Enoch.

Now Booking For The Fall Season

Make no mistake! Harold Lloyd is the greatest attraction on the screen in the world today, and there is no copyright on the knowledge. Rental arrangements in accordance. No need to wait. "Grandma's Boy," his first 5 part feature, will cost the same a year from next Christmas as this fall or winter.



PHYSICAL DISTRIBUTORS
PATHÉ EXCHANGE
INC.

15 Weeks

and Still A-Runnin'

All Long Run Records for the City of Los Angeles Already

TOPPED—SMASHED—BUSTED

Week of August 20th to 26th, Dr. H. B. Breckwedel's Symphony Theatre

HAL ROACH *presents*

through

ASSOCIATED EXHIBITORS

ARTHUR S. KANE, *President*

HAROLD LLOYD

in

"Grandma's Boy"

15 Weeks in May-June-July-August

His first since "A Sailor Made Man," the world's record holder in theatre receipts.

Physical Distributors
Pathe Exchange, Inc.

ASSOCIATED EXHIBITORS INCORPORATED

Foreign Representative
Sidney Garrett

HAROLD LLOYD

IN

"GRANDMA'S BOY"

His First 5 Part Feature

Presented by
Hal Roach

Through
Associated Exhibitors
Arthur S. Kane, *President*

Week of September 3rd

Is Now In

1st Week	Mark Strand	New York City
1st "	Park	Boston
1st "	Metropolitan	Washington
1st "	Hippodrome	Buffalo
1st "	Grand	Pittsburgh
1st "	Orpheum	Fort Wayne
1st "	Alhambra	Milwaukee
1st "	Lyric	Lincoln
1st "	Mecca Palace	Saginaw
1st "	Palace	Wichita
1st "	Alamo	Louisville
1st "	Trianon	Birmingham
1st "	Superba	Raleigh
1st "	Bellevue	Niagara Falls
1st "	Royal	Sioux City
1st "	Desmond	Port Huron
1st "	Crystal	Waterloo
1st "	Apollo	Janesville
1st "	New Garrick	Fond du Lac
1st "	Rose	Burlington, N. C.
17th "	Symphony	Los Angeles

Has Finished

4 Weeks	Heilig	Portland, Ore.
4 "	Bijou and Capitol	Atlantic City
3 "	Princess	Denver
3 "	Strand	San Francisco
3 "	Roosevelt	Chicago
2 "	Temple	Toledo
1 Week	Howard	Atlanta
1 "	Goddard	Sacramento
1 "	Majestic	Reno
1 "	New Santa Cruz	Santa Cruz
1 "	Princess	Colorado Springs
1 "	T. & D.	Stockton
1 "	T. & D.	Berkeley
1 "	T. & D.	Oakland
1 "	Imperial	Jacksonville, Fla.
1 "	Rialto	Augusta, Ga.
1 "	Capitol	Macon, Ga.
1 "	Shattuck	Hornell, N. Y.
1 "	Hippodrome	Ocean City, N. J.

GREATEST BOX-OFFICE ATTRACTION EVER KNOWN

Proved Sensation of 1922-1923

Foreign Representative
Sidney Garrett

Physical Distributors
Pathe Exchange, Inc.

Presented by
HAL ROACH

Through
ASSOCIATED EXHIBITORS
Arthur S. Kane, *President*

HAROLD LLOYD

IN

"GRANDMA'S BOY"

Proved Sensation of 1922-1923

WEEK OF SEPTEMBER 17th

Is Now In

Week	Theatre	City
19th Week	Symphony	Los Angeles
3rd "	Park	Boston
2nd "	Apollo	Indianapolis
2nd "	Castle	Chicago
2nd "	Sun	Omaha
2nd "	Liberty	Seattle
1st "	West End Lyric	St. Louis
1st "	Capitol	St. Louis
1st "	New Grand Central	St. Louis
1st "	Orpheum	St. Joseph, Mo.
1st "	Des Moines	Des Moines
1st "	Rialto	Newark, N. J.
1st "	Avon	Utica
1st "	Garden	Milwaukee
1st "	Majestic and Avon	Utica
1st "	Palace	Tarentun, Pa.
1st "	Orpheum	Jersey City
1st "	Lyric	Asbury Park
1st "	Park	Champaign, Ill.
1st "	Alcazar	Americus, Ga.
1st "	Rialto	Harrisburg, Ore.
1st "	Circle	Washington, D. C.
1st "	Pastime	Union Hill, N. J.
1st "	Lincoln	Union Hill, N. J.
1st "	Regent	Geneva, N. Y.
1st "	Pearl	Highland Park, Ill.
1st "	Lincoln	Massilon, O.
1st "	Majestic	Mansfield, O.
1st "	Schade	Sandusky, O.
1st "	Kerrage	Hancock, Mich.
1st "	Marshall	Manhattan, Kans.
1st "	National	Greensboro, N. C.
1st "	Broadway	Oakland, Cal.
1st Week	Virginia	Valley, Cal.
1st "	Roosevelt	West Hoboken
1st "	Central	Jersey City
1st "	Fulton	Jersey City
1st "	Tivoli	Jersey City
1st "	U. S. Co.	Hoboken
1st "	Englewood	Englewood
1st "	Columbia	Alliance, O.
1st "	Opera House	Kent, O.
1st "	Majestic	Grand Island, Nebr.
1st "	Capitol	Davenport, Ia.
1st "	Rialto	Clinton, Ia.
1st "	Grand	Darlington, Wis.
1st "	Strand	Oconomowoc, Wis.
1st "	Victory	Fayetteville, Ark.
1st "	Neptune Palace	Alameda, Cal.
1st "	Monarch	Porterville, Cal.
1st "	Black Hills	Hot Springs, S. D.
1st "	Tyro	Wray, Colo.
1st "	Star	Preston, Idaho
1st "	Gem	Tillanook, Ore.
1st "	Circle	Portland, Ore.
1st "	Union Ave.	Portland, Ore.
1st "	Quilna	Lima, Ohio

Has Finished

Weeks	Theatre	City
4 Weeks	Heilig	Portland, Ore.
3 "	Bijou and Capitol	Atlantic City
3 "	Princess and Rialto	Denver
3 "	Strand	San Francisco
3 "	Roosevelt	Chicago
2 "	Temple	Toledo
2 "	Mark-Strand	New York City
2 "	Alamo	Louisville
2 "	Grand	Pittsburgh

Hundreds of Reviews But Not a Single Criticism

Foreign Representative
Sidney Garrett

Physical Distributors
Pathe Exchange, Inc.

Presented by

HAL ROACH

Through

ASSOCIATED EXHIBITORS

Arthur S. Kane, *President*

HAROLD LLOYD

IN

"GRANDMA'S BOY"

His Record-Wrecking 5 Reel Riot

WEEK OF OCTOBER 1st

Is Now In

Week	Theatre	City
2nd Week	Old Mill	Dallas
2nd "	Garden and Fox American	Paterson, N. J.
2nd "	Majestic	Hartford, Conn.
2nd "	Plaza	San Diego, Cal.
2nd "	E. Liberty Cameraphone	Pittsburgh, Pa.
1st "	Loew's State	New York City
1st "	Loew's Metropolitan	" " "
1st "	Loew's American	" " "
1st "	Palace	Pt. Richmond, N. Y. C.
1st "	Carman	Philadelphia
1st "	Germantown	"
1st "	Palace	Wichita
1st "	Palace	Ft. Worth
1st "	Bijou	Richmond, Va.
1st "	Hoyburn	Evanston, Ill.
1st "	Auditorium	South Bend, Ind.
1st "	Allen	Cleveland
1st "	Capitol	Oklahoma City
1st "	Palace	Memphis
1st "	Pantages	Salt Lake City
1st "	Rialto	Missoula, Mont.
1st "	Grand	Irvin, Pa.
1st "	Dixie	Fairmont, W. Va.
1st "	Lyric	Butler, Pa.
1st "	Alhambra	Stamford, Conn.
1st "	Ten Eyck Orpheum	Trenton, N. J.
1st "	Jefferson	Charlottesville, Va.
1st "	Home	Washington, D. C.
1st "	Grand	Long Branch, N. J.
1st "	Opera House	Bayonne, N. J.
1st "	Liberty	Jersey City
1st "	Belmar	Belmar, N. J.
1st "	Manasquan	Manasquan, N. J.
1st "	Strand	Jersey City
1st "	Liberty	Corning, N. Y.
1st "	Jackson Park	Chicago
1st "	Lyric	Mt. Vernon, O.
1st "	Strand	New Phila., O.
1st "	Strand	Hastings, Neb.
1st Week	Gilbert	Beatrice, Neb.
1st "	Empress	Kearney, Neb.
1st "	Monroe	Monroe, Wis.
1st "	National	Mexia, Tex.
1st "	Crystal	San Angelo, Tex.
1st "	Arsenal	St. Louis
1st "	Strand	St. Charles, Mo.
1st "	Rialto	Jacksonville, Ill.
1st "	Majestic	Chillicothe, O.
1st "	Cozy	Henryetta, Okla.
1st "	Orpheum	Okmulgee, Okla.
1st "	Pastime	Woodward, Okla.
1st "	Gem	Blytheville, Ark.
1st "	West End	Santa Ana, Cal.
1st "	Exeter	Exeter, Cal.
1st "	Lincoln	Oakland, Cal.
1st "	Coliseum	San Francisco
1st "	Sequoia	Sacramento
1st "	Columbia	Rexburg, Ida.
1st "	Sunnyside	Portland, Ore.
1st "	Eugene	Eugene, Ore.
1st "	Liberty	Oregon City, Ore.
1st "	La Petite	Ocean Park, Cal.

Has Finished

Weeks	Theatre	City
19 Weeks	Symphony	Los Angeles
4 "	Heilig	Portland, Ore.
3 "	Bijou and Capitol	Atlantic City
3 "	Strand	San Francisco
3 "	Roosevelt	Chicago
3 "	Park	Boston
3 "	Apollo	Indianapolis
2 "	Temple	Toledo
2 "	Mark-Strand	New York City
2 "	Alamo	Louisville
2 "	Grand	Pittsburgh
2 "	Castle	Chicago
2 "	Sun	Omaha
2 "	Liberty	Seattle
2 "	Main	Uniontown, Pa.

Playing to Capacity Business in Every House

Physical Distributors

Pathe Exchange, Inc.

Foreign Representative

Sidney Garrett

HAROLD LLOYD

IN

"GRANDMA'S BOY"

Five Reels and a Roar Every Foot of the Way

WEEK OF OCTOBER 8th

Is Now In

Week	Theatre	City
3rd Week	Plaza	San Diego, Cal.
2nd "	Germantown	Philadelphia
2nd "	Carman	"
2nd "	Old Mill	Dallas
1st "	Liberty	Kansas City
1st "	Hoyt's	Long Beach, Cal.
1st "	Loew's Greeley Square	New York City
1st "	" Orpheum	" " "
1st "	" Victoria	" " "
1st "	" Delancey	" " "
1st "	" Ave B.	" " "
1st "	" New York	" " "
1st "	" 42nd St.	" " "
1st "	" Circle	" " "
1st "	" 116th St.	" " "
1st "	" 7th Ave.	" " "
1st "	" Rio	" " "
1st "	" 83rd St.	" " "
1st "	" Lincoln	" " "
1st "	Metro	Greenport, L. I.
1st "	Poli's Plaza	Worcester, Mass.
1st "	Victoria	Altoona, Pa.
1st "	Hippo	Pittsburgh, Pa.
1st "	Strand	Woodlawn, Pa.
1st "	Community	Meriden, Conn.
1st "	Fulton	Union Hill, N. J.
1st "	Park	Newton, N. J.
1st "	Ditmars	Perth Amboy, N. J.
1st "	Fox Liberty	Elizabeth, N. J.
1st "	Victoria	Buffalo, N. Y.
1st "	Broadway	" "
1st "	Princess	Whiting, Ill.
1st "	Premier	Valpariso, Ill.
1st "	Lincoln	Sterling, Ill.
1st "	Central	La Porte, Ind.
1st "	Dixon	Dixon, Ill.
1st "	Grand	Pierre, S. D.
1st "	Ivanhoe	Toledo
1st "	Bijou	"
1st "	Overland	"
1st "	Apollo	Omaha
1st "	Mueller	"
1st "	Swan	Columbus, Neb.
1st "	Franklin	Omaha
1st "	Luna Light	Marion, Ind.
1st "	Colonial	Bucknell, Ind.
1st "	Huntington	Huntington, Ind.
1st "	Grand	New Castle, Ind.
1st "	Star	Decorah, Ia.
1st "	Amuzu	Muscatine, Ia.
1st "	Crystal	Plymouth, Wis.
1st "	Queen	Houston, Tex.
1st "	Palace	El Paso, Tex.
1st Week	Olympic	Wichita Falls, Tex.
1st "	Crescent	Austin, Tex.
1st "	Moffitt	St. Louis
1st "	Gravois	"
1st "	Webster	"
1st "	Shaw	"
1st "	Manchester	"
1st "	Lafayette	"
1st "	Hippo	Lancaster, O.
1st "	Opera House	Piqua, O.
1st "	Rialto	Chickasha, Okla.
1st "	Palace	Muskogee, Okla.
1st "	Royal	Atchison, Kan.
1st "	Isis	Augusta, Kan.
1st "	Zanim	Winfield, Kan.
1st "	Art	Kansas City, Kan.
1st "	Pickwick	Chapel Hill, N. C.
1st "	Crescent	Belzoni, Miss.
1st "	Jimmies	Union City, Tenn.
1st "	Palace	El Centro, Cal.
1st "	Regent	Riverside, Cal.
1st "	Verdi	San Francisco, Cal.
1st "	Haight	" "
1st "	Merced	Merced, Cal.
1st "	Sterling	Greeley, Col.
1st "	Jewell	Lafayette, Col.
1st "	Liberty	Chehalis, Wash.
1st "	Clinton	Portland, Ore.
1st "	Echo	" "
1st "	Alhambra	" "
1st "	Moro	Moro, Ore.
1st "	Lyric	Toledo, O.

Has Finished

Weeks	Theatre	City
19 Weeks	Symphony	Los Angeles
4 "	Heilig	Portland, Ore.
3 "	Bijou and Capitol	Atlantic City
3 "	Strand	San Francisco
3 "	Roosevelt	Chicago
3 "	Park	Boston
3 "	Apollo	Indianapolis
2 "	Temple	Toledo
2 "	Mark-Strand	New York City
2 "	Alamo	Louisville
2 "	Grand	Pittsburgh
2 "	Castle	Chicago
2 "	Sun	Omaha
2 "	Liberty	Seattle
2 "	Main	Uniontown, Pa.
2 "	Garden and Fox American	Paterson, N. J.
2 "	Majestic	Hartford, Conn.
2 "	E. Liberty Cameraphone	Pittsburgh, Pa.

No Picture Ever Received With Greater Enthusiasm

Presented by

HAL ROACH

Through

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HAL ROACH

Through

ASSOCIATED EXHIBITORS

Arthur S. Kane, *President*

HAROLD LLOYD

IN

"GRANDMA'S BOY"

"Receipts Ran Way Over The Figures of My Fondest Expectations"

Guy D. Hazelton, Rialto, Missoula, Montana

Is Now In

Week	Theatre	City
2nd Week	Liberty	Kansas City
2nd "	Hoyt's	Long Beach, Cal.
1st "	Loew's Gates	New York City
1st "	" Boulevard	" " "
1st "	" National	" " "
1st "	" Fulton	" " "
1st "	" Palace	" " "
1st "	" Warwick	" " "
1st "	" Broadway	" " "
1st "	" 86th St.	" " "
1st "	" Bijou	" " "
1st "	" Brevoort	" " "
1st "	" Burland	" " "
1st "	" Victory	" " "
1st "	" New Rochelle	New Rochelle
1st "	" Alpine	New York City
1st "	Modern-Beacon	Boston
1st "	New State	Schenectady
1st "	Liberty	McKeesport, Pa.
1st "	American	Washington, D. C.
1st "	Savoy	Newark, N. J.
1st "	Orient	Jersey City
1st "	Regent	Bogota, N. J.
1st "	Kensington	Buffalo
1st "	Elmwood	Penn Yan
1st "	Bell	Chicago
1st "	Temple	Mishawaka, Ind.
1st "	Majestic	Belvidere, Ill.
1st "	Duchess	Warren, O.
1st "	E. Auditorium	Toledo
1st "	Artcraft	"
1st "	Lothrop	Omaha
1st "	Cort	Decatur, Ind.
1st "	Grand	Bluffton, Ind.
1st "	Luna	Logansport, Ind.
1st "	Karlem	Monticello, Wis.
1st "	Pastime	Delaven, Wis.
1st "	Orpheum	Oshkosh, Wis.
1st "	Parkway	Milwaukee
1st "	Casino	W. Tampa, Fla.
1st "	Gem	Palestine, Tex.
1st "	National	Breckenridge, Tex.
1st "	Dixie	Galveston, Tex.
1st "	Pestalozzi	St. Louis, Mo.
1st "	Palace	McAlester, Okla.
1st "	Palace	St. Louis, Mo.
1st "	Garden	Stillwater, Okla.
1st "	Liberty	Beaumont, Tex.
1st "	Lakin	Great Bend, Kan.
1st "	Midland	Hutchinson, Kan.
1st "	Amuzu	Winston-Salem, N. C.
1st "	Acme	Goldsboro, N. C.
1st "	Grand	Osceola, Ark.
1st "	Superba	Charleston, Miss.
1st Week	Palace	Little Rock, Ark.
1st "	Majestic	Redlands, Cal.
1st "	Gem	Colusa, Cal.
1st "	T. & D.	Watsonville, Cal.
1st "	T. & D.	Richmond, Cal.
1st "	Rialto	Oakland, Cal.
1st "	Orpheum	Scottsbluff, Neb.
1st "	Liberty	Florence, Col.
1st "	Orpheum	Glenwood Springs, Col.
1st "	Cosmo	Buckley, Wash.
1st "	Great Kills	Great Kills, N. Y.
1st "	Haven	Olean, N. Y.
1st "	Liberty	Chicago
1st "	Lyric	Blue Island, Ill.
1st "	Jefferson	Goshen, Ind.
1st "	Temple	Bryan, O.
1st "	Royal	Sioux City, Ia.
1st "	Orpheum	Terre Haute, Ind.
1st "	Grand	Palatka, Fla.
1st "	Rialto	Denison, Tex.
1st "	Empress	Sapulpa, Okla.
1st "	Palace	Salina, Kan.
1st "	Glen	Issaquah, Wash.
1st "	Rialto	Rock Springs, Wyo.
1st "	Palace	Silverton, Ore.
1st "	Baker	Newburgh, Ore.
1st "	Sheridan	New York City
1st "	Olympic	Washington, D. C.
1st "	Palace	Corsicana, Tex.
1st "	Wildy	Edwardsville, Ill.

Has Finished

Weeks	Theatre	City
19 Weeks	Symphony	Los Angeles
4 "	Heilig	Portland, Ore.
3 "	Bijou and Capitol	Atlantic City
3 "	Strand	San Francisco
3 "	Roosevelt	Chicago
3 "	Park	Boston
3 "	Apollo	Indianapolis
3 "	Plaza	San Diego, Cal.
2 "	Temple	Toledo
2 "	Mark-Strand	New York City
2 "	Alamo	Louisville
2 "	Grand	Pittsburgh
2 "	Castle	Chicago
2 "	Sun	Omaha
2 "	Liberty	Seattle
2 "	Main	Uniontown, Pa.
2 "	Garden and Fox American	Paterson, N. J.
2 "	Majestic	Hartford, Conn.
2 "	E. Liberty Cameraphone	Pittsburgh, Pa.
2 "	Germantown	Philadelphia
2 "	Carman	"
2 "	Old Mill	Dallas, Tex.

"There Is No Need to Encourage a Hurricane"

R. E. Sherwood in Life

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Sidney Garrett

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Week of October 22nd

HAROLD LLOYD

IN

"GRANDMA'S BOY"

Is Now In

Week	Theatre	City
3rd Week	Liberty	Kansas City
2nd "	Strand	Minneapolis
2nd "	Astor	St. Paul
1st "	Fox Washington	Detroit, Mich.
1st "	Cosmo	New York City
1st "	Claremont	" " "
1st "	Heights	" " "
1st "	Majestic	" " "
1st "	Tremont	" " "
1st "	No. Star	" " "
1st "	New Fourteenth	" " "
1st "	Sunshine	" " "
1st "	Plaza	" " "
1st "	Steinway	Astoria, L. I.
1st "	Benson	Brooklyn
1st "	Strand	White Plains
1st "	Victoria	Ossining, N. Y.
1st "	Palace	Tottenville, S. I.
1st "	Star	Hudson, N. Y.
1st "	Liberty	Herkimer, N. Y.
1st "	Plaza	Brownsville, Pa.
1st "	Majestic	Rochester, Pa.
1st "	Davie's	Bridgeport, Pa.
1st "	Bijou	New Haven, Pa.
1st "	Hamilton	Lancaster, Pa.
1st "	Colonial	Easton, Pa.
1st "	Orpheum	York, Pa.
1st "	Broadway	Danville, Va.
1st "	Fox American	Newark, N. J.
1st "	Tivoli	Newark, N. J.
1st "	Lumburg	Niagara Falls, N. Y.
1st "	Superba	Freeport, Ill.
1st "	Lakeshore	Chicago, Ill.
1st "	Garden	" "
1st "	Liberty	Libertyville, Ill.
1st "	States	Chicago, Ill.
1st "	Orient	Toledo, O.
1st "	Diamond	" "
1st "	Rialto	Kenmore, O.
1st "	Brown	Wapakoneta, O.
1st "	American	Elyria, O.
1st "	Moon	Tecumseh, Neb.
1st "	Kentland	Kentland, Ind.
1st "	Sherman	Sullivan, Ind.
1st "	Dream	Indianapolis, Ind.
1st "	Tuxedo	" "
1st "	Rialto	Burlington, Iowa
1st "	Strand	Marionetta, Wis.
1st "	Majestic	Beloit, Wis.
1st "	Gem	Platterville, Wis.
1st "	Opera House	Oregon, Wis.
1st "	Rainbow	Milwaukee, Wis.
1st "	Dreka	Deland, Fla.
1st "	Fairfax	Fairfax, Ala.
1st "	Grand	Thomasville, Ga.
1st "	National	Graham, Tex.
1st "	Red Wing	St. Louis, Mo.
1st "	Fairy	" " "
1st "	Murphy	Wilmington, O.
1st "	Marlow	Ironton, O.
1st Week	Elks'	New Albany, Ind.
1st "	Strand	Emporia, Kan.
1st "	Regent	Cleveland, Miss
1st "	Colonial	Uplands, Calif.
1st "	T and D	Hanford, Calif.
1st "	Whiting	Thermopolis, Wyo.
1st "	Rialto	Casper, Wyo.
1st "	Rex	Rifle, Colo.
1st "	Gateway	Kirkland, Wash.
1st "	Realart	Tacoma, Wash.
1st "	Liberty	Mullen, Idaho
1st "	Grand	Wallace, Wash.
1st "	Liberty	Kellogg, Wash.
1st "	Nob Hill	Portland, Ore.
1st "	Isis	Sellwood, Ore.
1st "	New Maywood	Maywood, Ill.
1st "	Melrose Park	Melrose Park, Ill.
1st "	New Lyric	Stevens Point, Wis.
1st "	Newstead	St. Louis, Mo.
1st "	Paramount	Okanogan, Wash.
1st "	Lyric	Camden, N. Y.
1st "	Fairyland	San Francisco, Calif.
1st "	Pantages	Tacoma, Wash.
1st "	Auditorium	The Dalles, Ore.
1st "	Liberty	Chicago, Ill.
1st "	Liberty	Blue Island, Ill.
1st "	Grand	Palatka, Fla.
1st "	Jefferson	Goshen, Ind.
1st "	Rialto	Dennison, Tex.
1st "	Palace	Salina, Kan.
1st "	Palace	Corsicana, Tex.
1st "	California	Santa Barbara, Cal.
1st "	Manor	Pittsburgh, Pa.
1st "	Strand	" "
1st "	Palace	Homestead, Pa.
1st "	Park	Meadville, Pa.
1st "	Ivory	St. Louis, Mo.

Has Finished

Weeks	Theatre	City
19 Weeks	Symphony	Los Angeles
4 "	Heilig	Portland, Ore.
3 "	Bijou and Capitol	Atlantic City
3 "	Strand	San Francisco
3 "	Roosevelt	Chicago
3 "	Park	Boston
3 "	Apollo	Indianapolis
3 "	Plaza	San Diego, Cal.
2 "	Temple	Toledo
2 "	Mark-Strand	New York City
2 "	Alamo	Louisville
2 "	Grand	Pittsburgh
2 "	Castle	Chicago
2 "	Sun	Omaha
2 "	Liberty	Seattle
2 "	Main	Uniontown, Pa.
2 "	Garden and Fox American	Paterson, N. J.
2 "	Majestic	Hartford, Conn.
2 "	E. Liberty Cameraphone	Pittsburgh, Pa.
2 "	Germantown	Philadelphia
2 "	Carman	"
2 "	Old Mill	Dallas, Tex.
2 "	Hoyt's	Long Beach, Cal.

Week after Week, Its Record of Extended Runs and New Box Office Records Proves There Never Was a Feature Comedy Like This One.

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Foreign Representative

Sidney Garrett

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Arthur S. Kane, *President*

HAROLD LLOYD

IN

"GRANDMA'S BOY"

For Week of October 29th

Is Now In

Week	Theatre	City
3rd Week	Strand	Minneapolis
* 2nd "	Fox Washington	Detroit
2nd "	Colonial	Brockton, Mass.
1st "	New 125th St.	New York City
1st "	Progress	" " "
1st "	New 3rd Ave.	" " "
1st "	Empress	" " "
1st "	Casino O. H.	" " "
1st "	Odeon	" " "
1st "	Park	Brooklyn
1st "	West End	"
1st "	Hollywood	"
1st "	Farragut	"
1st "	Sheridan	"
1st "	National	"
1st "	Fay's McKinley Sq.	Bronx
1st "	Benenson	"
1st "	Merrick	Jamaica, L. I.
1st "	Henderson's	Coney Island, L. I.
1st "	Richmond	Stapleton, S. I.
1st "	New Dorp	New Dorp, S. I.
1st "	Broadway	Lawrence, Mass.
1st "	Colonial	Brockton, Mass.
1st "	Madison	Oneida
1st "	Strong	Burlington, Vt.
1st "	Star	Potsdam, N. Y.
1st "	Clinton Sq.	Albany, N. Y.
1st "	Bentley	Monongahela City, Pa.
1st "	Liberty	Wheeling, W. Va.
1st "	Delton	Dormont, Pa.
1st "	Helma	Etna, Pa.
1st "	Capitol	Ansonia, Conn.
1st "	White Way	New Haven, Conn.
1st "	Colonial	Easton, Pa.
1st "	Majestic	Williamsport, Pa.
1st "	Arcadia-Aldine	Wilmington, Del.
1st "	Model and Crystal Palace	Philadelphia, Pa.
1st "	Edgemont	Chester, Pa.
1st "	Rialto	Newport News, Va.
1st "	Forrester's Hall	Park Ridge, N. Y.
1st "	Capitol	Belleville, N. Y.
1st "	Castle	Irvington, N. Y.
1st "	Allen	Medina, N. Y.
1st "	Elston	Chicago, Ill.
1st "	Roseland	" "
1st "	Victoria	" "
1st "	Claremont	" "
1st "	Austin	" "
1st "	Rainbow	" "
1st "	Eagle	Princeton, Ill.
1st "	Rivoli	La Crosse, Wis.
1st "	Pastime	Montpelier, O.
1st "	Gem	Barberton, O.
1st "	Crescent	Holdridge, Neb.
1st "	Benalto	Benson, Omaha
1st "	Besse	Omaha, Neb.
1st "	Diamond	" "
1st "	Macombe	Mt. Clemmons, Mich.
1st "	Auditorium	Cuba City, Wis.
1st Week	Orpheum	Lancaster, Wis.
1st "	Classic	Watertown, Wis.
1st "	Palace	Green Cove Springs, Fla.
1st "	Rialto	San Antonio, Tex.
1st "	Judia	Cisco, Tex.
1st "	Colonial	Gillespie, Ill.
1st "	Elks	Olney, Ill.
1st "	Palace	Washington C. H., O.
1st "	Strand	Shalbyville, Ky.
1st "	Southern	Columbus, O.
1st "	Opera House	Granada, Miss
1st "	New Majestic	Clarksdale, Miss.
1st "	Victory	Burbank, Cal.
1st "	Star	Fellows, Cal.
1st "	Lankershim	Lankershim, Cal.
1st "	La Moine	La Moine, Cal.
1st "	Varsity	Davis, Cal.
1st "	Selma	Selma, Cal.
1st "	Globe	Oakland, Cal.
1st "	Pastime	Albuquerque, N. M.
1st "	Sunset	Tacoma, Wash.
1st "	Dream	Sedro Wooley, Wash.
1st "	American	Caldwell, Ida.
1st "	Myltonomah	St. John, Ore.
1st "	Ideal	Portland, Ore.
1st "	Peoples	Clatskamie, Ore.
1st "	Cambria	Johnstown, Pa.
1st "	Bentley	Monongahela City, Pa.
1st "	Victoria	Pittsburgh
1st "	Liberty	Wheeling, W. Va.
1st "	Plaza	Brownsville, Pa.
1st "	Belmar	Pittsburgh
1st "	Plaza	"

Has Finished

Weeks	Theatre	City
19 Weeks	Symphony	Los Angeles
4 "	Heilig	Portland, Ore.
3 "	Bijou and Capitol	Atlantic City
3 "	Strand	San Francisco
3 "	Roosevelt	Chicago
3 "	Park	Boston
3 "	Apollo	Indianapolis
3 "	Plaza	San Diego, Cal.
3 "	Liberty	Kansas City
2 "	Temple	Toledo
2 "	Mark-Strand	New York City
2 "	Alamo	Louisville
2 "	Grand	Pittsburgh
2 "	Castle	Chicago
2 "	Sun	Omaha
2 "	Liberty	Seattle
2 "	Main	Uniontown, Pa.
2 "	Garden and Fox American	Paterson, N. J.
2 "	Majestic	Hartford, Conn.
2 "	E. Liberty Cameraphone	Pittsburgh, Pa.
2 "	Germantown	Philadelphia
2 "	Carman	"
2 "	Old Mill	Dallas, Tex.
2 "	Hoyt's	Long Beach, Cal.
2 "	New Astor	St. Paul

***The Detroit Free Press Said, "For Sheer Entertainment This Lloyd Picture Has No Equal. It Should Stay at the Washington Theatre Until Everyone Has Seen It." (*Now In Its Second Week.*)**

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Foreign Representative

Sidney Garrett

HAROLD LLOYD

IN

"GRANDMA'S BOY"

Week of November 12th

Is Now In

1st Week	Gem	Brooklyn
1st “	Whitney	“
1st “	State-Kismet	“
1st “	Lee	“
1st “	Williamsburg	“
1st “	Parkway	“
1st “	Review	“
1st “	Nostrand	“
1st “	Paradise	“
1st “	Normandy	“
1st “	Bohem. Annex	New York
1st “	West End	“ “
1st “	Melrose	Bronx
1st “	Belmont	“
1st “	Webster	“
1st “	Royal	“
1st “	Palace	Corona, L. I.
1st “	Colonial	“ “ “
1st “	Hyperion	“ “ “
1st “	Victoria	“ “ “
1st “	Yours	Hicksville, L. I.
1st “	Babylon	Babylon, L. I.
1st “	Century	Mineola, L. I.
1st “	Washington	Lyndenhurst, L. I.
1st “	Rialto	Port Chester, N. Y.
1st “	Novelty	Sayville, L. I.
1st “	Mystic	Malden, Mass.
1st “	Hippo	Little Falis, N. Y.
1st “	Strand	Oswego, N. Y.
1st “	Strand	Phoenix, N. Y.
1st “	Star	Vandergrift, Pa.
1st “	Bruston	Pittsburgh, Pa.
1st “	Princess	Jeanette, Pa.
1st “	Bellevue	Bellevue, Pa.
1st “	Arcade	Scottsdale, Pa.
1st “	Aris	Erie, Pa.
1st “	Palace	Bridgeport, Conn.
1st “	Strand	“ “
1st “	Hippo	“ “
1st “	Frankford	Philadelphia, Pa.
1st “	Palace	Berwick, Pa.
1st “	Strand	Shenandoah, Pa.
1st “	Hunt's	Wildwood, N. J.
1st “	Rialto	Roanoke, Va.
1st “	Capitol	Baltimore, Md.
1st “	Apollo	“ “
1st “	Columbia	“ “
1st “	Horn	“ “
1st “	Hampden	“ “
1st “	Pimlico	“ “
1st “	Opera House	Fredericks. Md.
1st “	Playhouse	Dover, N. J.
1st “	Rivoli	Rutherford, N. J.
1st “	Palace	Passaic, N. J.
1st “	Ronson	Newark, N. J.
1st “	Lincoln	“ “ “
1st “	Grand	“ “ “
1st “	Clinton Sq.	“ “ “
1st “	Empire	Bayonne, N. J.
1st “	Casino	Dumont, N. J.
1st “	Lyric	Hoboken, N. J.
1st “	Jubilee	Buffalo, N. Y.
1st “	Regent	“ “ “
1st “	Lawn	Ch'cago
1st “	Lyric	“
1st “	Banner	“
1st “	Seeley	“
1st “	Grand	Sterling, Ill.
1st “	Grand	Geneva, Ill.
1st “	Colonial	Aberdeen, S. D.
1st “	New Mascot	Mobridge, S. D.
1st “	Valentine	Defiance, O.
1st “	Natural	Akron, O.
1st “	Fayette	Celina, O.
1st “	Strand	Bellefontaine, O.
1st “	Rivoli	Seward, Neb.
1st “	Idle Hour	Mooreville, Ind.
1st “	Princess	Rushville, Ind.
1st Week	Wolverine	Saginaw, Mich.
1st “	Fleur De Lys	Detroit, Mich.
1st “	Plaza	Manchester, Ia.
1st “	Strand	Ft. Dodge, Ia.
1st “	Colonial	Iron Mt., Mich.
1st “	Neenah	Neenah, Mich.
1st “	Elite	Milwaukee, Wis.
1st “	Princess	Elkhorn, Wis.
1st “	Vesta	Eustic, Fla.
1st “	Gem	Sherman, Tex.
1st “	Colonial	Taylor, Tex.
1st “	Queen	St. Louis, Mo.
1st “	Gem	Mt. Carmel, Ill.
1st “	Washington	Belleville, Ill.
1st “	Regent	Springfield, O.
1st “	Stout's O. H.	Danville, Ind.
1st “	Opera House	Lebanon, Ky.
1st “	Rialto	Okla. City, Okla.
1st “	Grand	Cushing, Okla.
1st “	Lyric	Vinita, Okla.
1st “	Yale	Claremore, Okla.
1st “	Casino	Excelsior Spgs., Mo.
1st “	Liberty	Marysv lle, Ka.
1st “	Crane	Carthage, Mo.
1st “	Gem	Pocahontas, Ark.
1st “	Triangle	Hoxie, Ark.
1st “	Lang's	Kingman, Cal.
1st “	Apollo	Hollywood, Los Angeles
1st “	DeLuxe	Los Angeles, Cal.
1st “	Arlington	“ “ “
1st “	Regent	“ “ “
1st “	Liberty	St. Helena, Cal.
1st “	Palace	San Francisco
1st “	Regent	San Mateo, Cal.
1st “	Follie	Salt Creek, Wyo.
1st “	Rialto	Alliance, Neb.
1st “	Jewell	Valentine, Neb.
1st “	Coronado	Las Vegas, N. M.
1st “	Iris	Monte Vista, Col.
1st “	Greenlake	Seattle, Wash.
1st “	Elysium	Midvale, Utah
1st “	Princess	Sugarhouse, Utah
1st “	Orpheum	Baker, Ore.
1st “	Rex	Portland, Ore.
1st “	Arcadia	Wilmington, Del.
1st “	Allen	Philadelphia
1st “	Spruce	“

Has Finished

19 Weeks	Symphony	Los Angeles
4 “	Heilig	Portland, Ore.
3 “	Bijou and Capitol	Atlantic City
3 “	Strand	San Francisco
3 “	Roosevelt	Chicago
3 “	Park	Boston
3 “	Apollo	Indianapolis
3 “	Plaza	San Diego, Cal.
3 “	Liberty	Kansas City
3 “	Strand	Minneapolis
2 “	Temple	Toledo
2 “	Mark-Strand	New York City
2 “	Alamo	Louisville
2 “	Grand	Pittsburgh
2 “	Castle	Chicago
2 “	Sun	Omaha
2 “	Liberty	Seattle
2 “	Main	Uniontown, Pa.
2 “	Garden and Fox American	Paterson, N. J.
2 “	Majestic	Hartford, Conn.
2 “	E. Liberty Cameraphone	Pittsburgh, Pa.
2 “	Germantown	Philadelphia
2 “	Carman	“
2 “	Old Mill	Dallas, Tex.
2 “	Hoyt's	Long Beach, Cal.
2 “	New Astor	St. Paul
2 “	Regent	Rochester
2 “	Walnut	Cincinnati
2 “	Rialto	Denver

NO RUN OF LESS THAN TWO WEEKS LISTED ABOVE, DESPITE CAPACITY ONE WEEK SHOWINGS IN HUNDREDS OF LEADING THEATRES

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HAROLD LLOYD

IN

"GRANDMA'S BOY"

Week of November 19th

Is Now In

Week	Theatre	City
1st Week	Washington	New York City
1st "	Nemo	" " "
1st "	Japanese Garden	" " "
1st "	Standard	" " "
1st "	Adelphi	" " "
1st "	Symphony	" " "
1st "	Olympia	" " "
1st "	Garden	Brooklyn
1st "	Tompkins	"
1st "	Select	"
1st "	Midwood	"
1st "	Idle Hour	"
1st "	Miller	"
1st "	Valentine	Bronx
1st "	Coleman's	"
1st "	Select	"
1st "	Our Civic	Richmond Hill, L. I.
1st "	New & Rivoli	Rockaway Beach, L. I.
1st "	Apollo	Winfield, L. I.
1st "	Belmore,	Belmore, L. I.
1st "	Unique	Patchogue, L. I.
1st "	Kingsbridge	Kingsbridge, N. Y.
1st "	Broadway	Nyack, N. Y.
1st "	Majestic	Haverstraw, N. Y.
1st "	Playhouse	Pelham, N. Y.
1st "	North Ave.	New Rochelle, N. Y.
1st "	Strand	Amesbury, Mass.
1st "	Fenway	Boston, Mass.
1st "	Clinton	Plattsburg, N. Y.
1st "	Ft. Plain	Ft. Plain, N. Y.
1st "	Strand	Mechanicsville, N. Y.
1st "	Cosmorama	Leechburg, Pa.
1st "	Gould	Pittsburgh, Pa.
1st "	Nittawny	State College, Pa.
1st "	Frederick	E. Pittsburgh, Pa.
1st "	Sewickley	Sewickley, Pa.
1st "	Rialto	Pittsburgh, Pa.
1st "	Strand	Willsburg, W. Va.
1st "	Colonial	Wilkensburg, Pa.
1st "	Penn	New Castle, Pa.
1st "	West End	Bridgeport, Conn.
1st "	Bijou	" "
1st "	Elite	" "
1st "	Logan	Philadelphia, Pa.
1st "	Apollo	Gloucester, N. J.
1st "	Broadway	Baltimore, Md.
1st "	Forest	" "
1st "	Walbrook	" "
1st "	Harford	" "
1st "	Palace	Hagerstown, Md.
1st "	Schanzes	Baltimore, Md.
1st "	Palace	Bound Brook, N. J.
1st "	Crawford	Newark, N. J.
1st "	Empire	Rahway, N. J.
1st "	Danforth	Jersey City, N. J.
1st "	Halstead	E. Orange, N. J.
1st "	Garden	Princetown, N. J.
1st "	Plaza	Jersey City, N. J.
1st "	New Star	Williamson, N. Y.
1st "	Winnetka	Winnetka, Ill.
1st "	Opera House	Wilmington, Ill.
1st "	Peerless	Kewanee, Ill.
1st "	State	Detroit, Minn.
1st "	Metropolitan	Watertown, S. D.
1st "	Empress	Rochester, Minn.
1st "	Auditorium	LeRoy, Ohio
1st "	Webber	Dover, Ohio
1st "	Colonial	Lincoln, Neb.
1st "	Crystal	Arapahoe, Neb.
1st "	New Moon	Yankton, S. D.
1st "	Cozy	Dugger, Ind.
1st "	Grand	New Castle, Ind.
1st "	Victory	Fairfield, Ia.
1st Week	Atlantic	Atlantic, Ia.
1st "	Calumet	Calumet, Mich.
1st "	Hadfield's Grand	Green Bay, Wis.
1st "	Magee	Evansville, Wis.
1st "	Majestic	Lake Mills, Wis.
1st "	Dreka	Deland, Fla.
1st "	Queen	Abeline, Tex.
1st "	Broadway	Tyler, Tex.
1st "	American No. 2	St. Louis, Mo.
1st "	Melba	St. Louis, Mo.
1st "	Phoenix	Lawrenceville, Ill.
1st "	Grand	Henderson, Ky.
1st "	Illinois	Centralia, Ill.
1st "	Rainboro	St. Louis, Mo.
1st "	Royal	Mt. Hope, W. Va.
1st "	Idle Hour	Somerset, Ky.
1st "	Orpheum	Cincinnati, Ohio
1st "	Opera House	Lancaster, Ky.
1st "	Metropolitan	Circleville, Ohio
1st "	Majestic	Tulsa, Okla.
1st "	Royal	Nowata, Okla.
1st "	Nusho	Anadarko, Okla.
1st "	Mayflower	Florence, Kan.
1st "	Crystal	Osborne, Kan.
1st "	Wilson	Wilson, N. C.
1st "	Ford	Lincolnton, N. C.
1st "	Meralta	Los Angeles, Cal.
1st "	Royal	Los Angeles, Cal.
1st "	Gaiety	Santa Maria, Ariz.
1st "	Bell	Livermore, Cal.
1st "	Rialto	Oakdale, Cal.
1st "	Golden Gate	Oakland, Cal.
1st "	Tejon	Denver, Col.
1st "	Alcott	Denver, Col.
1st "	Ridgemont	Seattle, Wash.
1st "	Rose	Colfax, Wash.
1st "	Lark	McMinersville, Ore.
1st "	Mutual	Portland, Ore.
1st "	Bell	Springfield, Ore.

Has Finished

Weeks	Theatre	City
19 Weeks	Symphony	Los Angeles
4 "	Heilig	Portland, Ore.
3 "	Bijou and Capitol	Atlantic City
3 "	Strand	San Francisco
3 "	Roosevelt	Chicago
3 "	Park	Boston
3 "	Apollo	Indianapolis
3 "	Plaza	San Diego, Cal.
3 "	Liberty	Kansas City
3 "	Strand	Minneapolis
3 "	Princess-Rialto	Denver
3 "	Fox Washington	Detroit
2 "	Temple	Toledo
2 "	Mark-Strand	New York City
2 "	Alamo	Louisville
2 "	Grand	Pittsburgh
2 "	Castle	Chicago
2 "	Sun	Omaha
2 "	Liberty	Seattle
2 "	Main	Uniontown, Pa.
2 "	Garden and Fox American	Paterson, N. J.
2 "	Majestic	Hartford, Conn.
2 "	E. Liberty Cameraphone	Pittsburgh, Pa.
2 "	Germantown	Philadelphia
2 "	Carman	"
2 "	Old Mill	Dallas, Tex.
2 "	Hoyt's	Long Beach, Cal.
2 "	New Astor	St. Paul
2 "	Regent	Rochester
2 "	Walnut	Cincinnati

This Is the 11th Consecutive Table Proving, Week By Week, the History-Making Progress of "Grandma's Boy"

Physical Distributors

Pathe Exchange, Inc.

Foreign Representative

Sidney Garrett

Presented by

HAL ROACH

Released Through

ASSOCIATED EXHIBITORS

Arthur S. Kane, *President*

HAROLD LLOYD

IN

"GRANDMA'S BOY"

FOR

Week of November 26th

Is Now In

Week	Theatre	City
1st Week	Tivoli	New York City
1st "	Morningside	
1st "	Rio	Brooklyn, N. Y.
1st "	Imperial	" "
1st "	Tip Top	" "
1st "	Electra	" "
1st "	Green St. Arcade	" "
1st "	Crown	" "
1st "	Woodrow	" "
1st "	Century	" "
1st "	Subway	" "
1st "	Royal	" "
1st "	Montauk	
1st "	Colonial	Bronx, N. Y.
1st "	Apollo	" "
1st "	Pictorium	" "
1st "	Bronx Plaza	" "
1st "	Park	" "
1st "	Rex	" "
1st "	American	Freeport, L. I.
1st "	Unqua	Farmingdale, L. I.
1st "	Baldwin	Baldwin, L. I.
1st "	Opera House	Sayville, L. I.
1st "	Strand	Rockville Center, N. Y.
1st "	Picture House	Bronxville, N. Y.
1st "	Playhouse	Rye, N. Y.
1st "	Empire	Fall River, Mass.
1st "	Bradley Opera House	Ft. Edward, N. Y.
1st "	Richmond	No. Adams, Mass.
1st "	Opera House	Grafton, W. Va.
1st "	Garden	Lock Haven, Pa.
1st "	Grand	Greensburg, Pa.
1st "	Duquesne	Pittsburgh, Pa.
1st "	Maine	Sharpsburg, Pa.
1st "	Best	Lakeville, Conn.
1st "	Cosmo	Sharon, Conn.
1st "	Grant	Philadelphia, Pa.
1st "	Overbrook	" "
1st "	Cayuga	" "
1st "	Waverly	Baltimore, Md.
1st "	Red Wing	" "
1st "	Patterson	" "
1st "	Belnoid	" "
1st "	Opera House	Crisfield, Md.
1st "	Casino	Kearney, N. J.
1st "	Cranford	Cranford, N. J.
1st "	Strand	Hackettstown, N. J.
1st "	Columbia	Gutterberg, N. J.
1st "	Plaza	Paterson, N. J.
1st "	Darress	Boonton, N. J.
1st "	3 Star	Paterson, N. J.
1st "	Auditorium	Perry, N. Y.
1st "	Palace	Mandan, N. Dak.
1st "	Ione	Minneapolis, Minn.
1st "	Fairyland	Cleveland, Ohio
1st "	Princess	Wauseon, Ohio
1st "	Karolyn	New London, Ohio
1st "	Cozy	Cleveland, Ohio
1st "	Homestead	" "
1st "	Lyceum	
1st "	Grand Opera House	Tiffin, Ohio
1st "	Temple	McCook, Neb.
1st "	Donaldson	Central City, Neb.
1st "	Majestic	Fairbury, Neb.
1st "	Victory	Omaha, Neb.
1st "	Crystal	Scribner, Neb.
1st "	Orpheum	Indianapolis, Ind.
1st "	Martz	Tipton, Ind.
1st "	Crumps	Columbus, Ind.
1st "	Liberty	Big Rapids, Mich.
1st "	Capitol	Jackson, Mich.
1st "	Lincoln	Chariton, Ia.
1st "	Colonial	Grinnell, Ia.
1st "	Home	Portage, Wis.
1st "	New Glarus	New Glarus, Wis.
1st "	Auditorium	Pt. Edwards, Wis.
1st "	Capitol	Clear Water, Fla.
1st "	Royal	Tarpon Springs, Fla.
1st "	Liberty	Electra, Tex.
1st Week	Texan	Quanah, Tex.
1st "	Wellston	St. Louis, Mo.
1st "	Lowell	" " "
1st "	Monroe	" " "
1st "	Star	Paris, Mo.
1st "	Grand	Keokuk, Ill.
1st "	Savoy	Nicholasville, Ohio
1st "	Oak Hill	Oak Hill, W. Va.
1st "	Temple	Newport, Ky.
1st "	Carrel	Cincinnati, Ohio
1st "	Buffalo	Pawnee, Okla.
1st "	Victory	Poteau, Okla.
1st "	Empire	Tonkawa, Okla.
1st "	Auditorium	Hiawatha, Kan.
1st "	Gem	El Dorado, Kan.
1st "	Broadway	High Point, N. C.
1st "	Pastime	Warren, Ark.
1st "	Theatorium	Los Angeles, Cal.
1st "	Empire & Fedora	" " "
1st "	Playhouse	" " "
1st "	Jewel	" " "
1st "	Lincoln	" " "
1st "	Rosebud	" " "
1st "	Rivoli	" " "
1st "	Buttler	Tonopah, Cal.
1st "	Rex	Clovis, Cal.
1st "	Grand	Reedley, Cal.
1st "	Clement	San Francisco, Cal.
1st "	California	Coalinga, Cal.
1st "	Grand	Sheridan, Wyo.
1st "	Cameron	Denver, Col.
1st "	Theatorium	Buffalo, Wyo.
1st "	Madison	Seattle, Wash.
1st "	Majestic	" "
1st "	American	Dayton, Wash.
1st "	Liberty	Great Falls, Mont.
1st "	Woodlawn	Portland, Ore.
1st "	Grand	Salem, Ore.
1st "	Penninsula	Portland, Ore.
1st "	Bell	Philadelphia, Pa.
1st "	Paschall	" "
1st "	Alcazar	" "
1st "	Rialto	Baltimore, Md.
1st "	Empire	Winchester, Va.
1st "	Orpheum	Grand Rapids, Mich.
1st "	Gaiety	Springfield, Ill.
1st "	Lyric	Montgomery, W. Va.
1st "	Penn	New Castle, Pa.

Has Finished

Weeks	Theatre	City
19 Weeks	Symphony	Los Angeles
4 "	Heilig	Portland, Ore.
3 "	Bijou and Capitol	Atlantic City
3 "	Strand	San Francisco
3 "	Roosevelt	Chicago
3 "	Park	Boston
3 "	Apollo	Indianapolis
3 "	Plaza	San Diego, Cal.
3 "	Liberty	Kansas City
3 "	Strand	Minneapolis
3 "	Princess-Rialto	Denver
3 "	Fox Washington	Detroit
2 "	Temple	Toledo
2 "	Mark-Strand	New York City
2 "	Alamo	Louisville
2 "	Grand	Pittsburgh
2 "	Castle	Chicago
2 "	Sun	Omaha
2 "	Liberty	Seattle
2 "	Main	Uniontown, Pa.
2 "	Garden and Fox American	Paterson, N. J.
2 "	Majestic	Hartford, Conn.
2 "	E. Liberty Cameraphone	Pittsburgh, Pa.
2 "	Germantown	Philadelphia
2 "	Carman	"
2 "	Old Mill	Dallas, Tex.
2 "	Hoyt's	Long Beach, Cal.
2 "	New Astor	St. Paul
2 "	Regent	Rochester
2 "	Walnut	Cincinnati

"Ran Three Weeks to Record Business. A Knockout. Patrons Boosted This Picture to the Limit"—J. D. Kennedy, Apollo, Indianapolis

Physical Distributors

Pathe Exchange, Inc.

Foreign Representative

Sidney Garrett

HAROLD LLOYD

IN

"GRANDMA'S BOY"

FOR

Week of December 3rd

Is Now In

Week	Theatre	City
1st Week	Rose	New York City
1st "	Palace	" " "
1st "	Park	" " "
1st "	Hub	" " "
1st "	Consolidated Arena	" " "
1st "	34th Street	" " "
1st "	72nd Street	" " "
1st "	Movies	" " "
1st "	Pershing	" " "
1st "	Irving	Brooklyn, N. Y.
1st "	T. N. F.	" "
1st "	Hendrix	" "
1st "	New Columbia	Maspeth, L. I.
1st "	Miriam	Coney Island, N. Y.
1st "	Colonial	Monroe, N. Y.
1st "	Strand	Portland, Me.
1st "	Central Sq.	Waltham, Mass.
1st "	Strand	Newburyport, Mass.
1st "	Imperial	Pawtucket, R. I.
1st "	Strand	Binghamton, N. Y.
1st "	Novelty	Cortland, N. Y.
1st "	Capitol	Washington, Pa.
1st "	Arcade	Pittsburgh, Pa.
1st "	Gillis	Clarksburg, W. Va.
1st "	Grant	Millvale, Pa.
1st "	Braddock	Braddock, Pa.
1st "	Diamond	Cresson, Pa.
1st "	Ft. Wright	New London, Conn.
1st "	Terry	" " "
1st "	Michie	" " "
1st "	Capitol	Lebanon, Pa.
1st "	Hippodrome	Pottstown, Pa.
1st "	Palace	Salem, N. J.
1st "	Park	Pitman, N. J.
1st "	Hunt's	Cape May, N. J.
1st "	Liberty	Philadelphia, Pa.
1st "	Cambria	" "
1st "	Arcade	Salisbury, Md.
1st "	Lyric	Summit, N. J.
1st "	Surf	Keyport, N. J.
1st "	Capitol	Paterson, N. J.
1st "	Linden	Linden, N. J.
1st "	Palisade	Cliffside, N. J.
1st "	Minerva Hall	Hampton, N. J.
1st "	Grantwood	Grantwood, N. J.
1st "	Savoy	Buffalo, N. Y.
1st "	Palace	Hamburg, N. Y.
1st "	Capitol	Buffalo, N. Y.
1st "	Crystal	Chicago, Ill.
1st "	New Mable	" "
1st "	Majestic	Rice Lake, Wis.
1st "	Unique	Ladysmith, Wis.
1st "	Palace	Staples, Minn.
1st "	Venus	St. Paul, Minn.
1st "	Garden	" " "
1st "	Palace	" " "
1st "	DeLuxe	" " "
1st "	Forest	" " "
1st "	American	Minneapolis, Minn.
1st "	Southern	Akron, Ohio
1st "	Grand	Delphos, Ohio
1st "	Quincy	Cleveland, Ohio
1st "	Fountaine	" "
1st "	Terminal	" "
1st "	Penn Square	" "
1st "	Mayfield	" "
1st "	Lorraine Fulton	" "
1st "	Lakewood	" "
1st "	Capitol	" "
1st "	Rivera	Peru, Ill.
1st "	Rialto	Stanton, Neb.
1st "	Happy Hour	Burke, S. Dak.
1st "	Centennial	Warsaw, Ind.
1st "	Star	Jasper, Ind.
1st "	Opera House	Rockville, Ind.
1st "	Majestic	Grand Rapids, Mich.
1st Week	Garden	Grand Rapids, Mich.
1st "	Baldwin	Royal Oak, Mich.
1st "	Wuerth	Ann Arbor, Mich.
1st "	Ring	Albia, Ia.
1st "	State	Reinlander, Wis.
1st "	Strand	Alexander City, Ala.
1st "	Pastime	Leeds, Ala.
1st "	Lyric	Gainesville, Fla.
1st "	Dorbandts	Jacksonville, Tex.
1st "	Vernon	Vernon, Tex.
1st "	Queen	Cuero, Tex.
1st "	Queen	Yoakum, Tex.
1st "	Ashland	St. Louis, Mo.
1st "	Union St.	" " "
1st "	Avenue	E. St. Louis, Mo.
1st "	Strand	Covington, Ky.
1st "	Virginian	Hazard, Ky.
1st "	Adelphine	Ardmore, Okla.
1st "	Cozy	Healdton, Okla.
1st "	Rialto	Wilson, Okla.
1st "	Garden	Garden City, Kan.
1st "	New	Ft. Smith, Ark.
1st "	Palace	Covington, Tenn.
1st "	Lyric	Los Angeles, Cal.
1st "	Eucell	" " "
1st "	Sunbeam No. 3	" " "
1st "	Sunshine	" " "
1st "	Delano	Delano, Cal.
1st "	Liberty	Le Moore, Cal.
1st "	Tulare	Tulare, Cal.
1st "	Strand	Rawlings, Wyo.
1st "	Rex	Gilette, Wyo.
1st "	Englewood	Englewood, Col.
1st "	Ellen	Bozeman, Mont.
1st "	Isis	Independence, Ore.
1st "	Kaloma	Kaloma, Wash.
1st "	Portsmouth	Portland, Ore.
1st "	Alladin	Baltimore, Md.
1st "	Liberty	Buffalo, N. Y.
1st "	Cozy	Cusson, Ia.
1st "	Appleton	Appleton, Wis.
1st "	Lyric	Burkburnett, Tex.
1st "	Shenandoah	St. Louis, Mo.
1st "	Varsity	Lawrence, Kans.
1st "	Home	Seattle, Wash.

Has Finished

Weeks	Theatre	City
19 Weeks	Symphony	Los Angeles
4 "	Heilig	Portland, Ore.
3 "	Bijou and Capitol	Atlantic City
3 "	Strand	San Francisco
3 "	Roosevelt	Chicago
3 "	Park	Boston
3 "	Apollo	Indianapolis
3 "	Plaza	San Diego, Cal.
3 "	Liberty	Kansas City
3 "	Strand	Minneapolis
3 "	Princess-Rialto	Denver
3 "	Fox Washington	Detroit
2 "	Temple	Toledo
2 "	Mark-Strand	New York City
2 "	Alamo	Louisville
2 "	Grand	Pittsburgh
2 "	Castle	Chicago
2 "	Sun	Omaha
2 "	Liberty	Seattle
2 "	Main	Uniontown, Pa.
2 "	Garden and Fox American	Paterson, N. J.
2 "	Majestic	Hartford, Conn.
2 "	E. Liberty Cameraphone	Pittsburgh, Pa.
2 "	Germantown	Philadelphia
2 "	Carman	"
2 "	Old Mill	Dallas, Tex.
2 "	Hoyt's	Long Beach, Cal.
2 "	New Astor	St. Paul
2 "	Regent	Rochester
2 "	Walnut	Cincinnati
2 "	Pantages	Salt Lake City

"All You Need is a Good Opening and the Rest of the Run Wil Take Care of Itself. Undoubtedly the Greatest Comedy Ever Made"—H. A. McClure, Strand, Emporia, Kansas.

Presented by

HAL ROACH

Physical Distributors

Pathe Exchange, Inc.

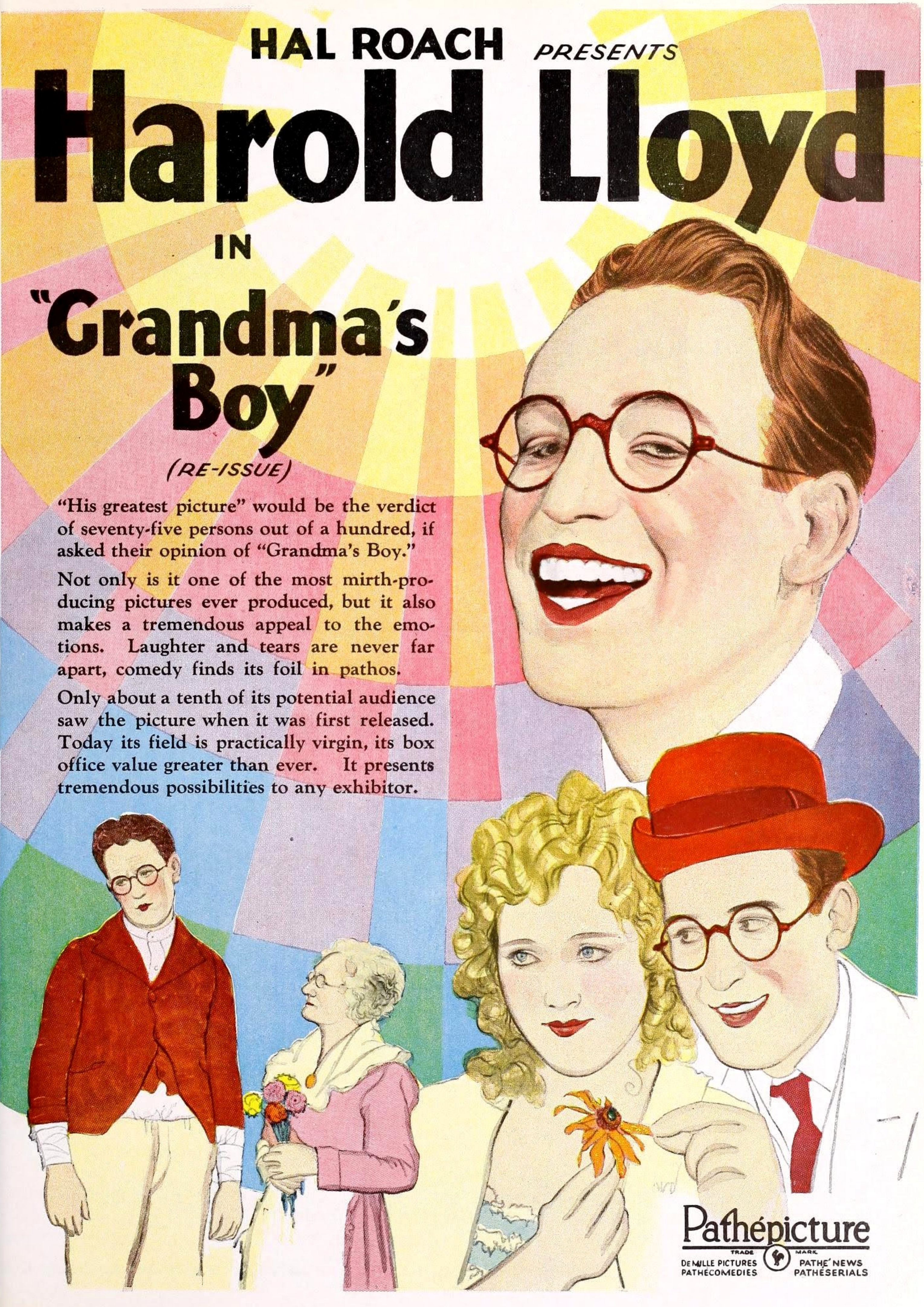
Released Through

ASSOCIATED EXHIBITORS

Arthur S. Kane, *President*

Foreign Representative

Sidney Garrett


HAL ROACH PRESENTS
Harold Lloyd
IN
"Grandma's Boy"
(RE-ISSUE)
"His greatest picture" would be the verdict of seventy-five persons out of a hundred, if asked their opinion of "Grandma's Boy."
Not only is it one of the most mirth-producing pictures ever produced, but it also makes a tremendous appeal to the emotions. Laughter and tears are never far apart, comedy finds its foil in pathos.
Only about a tenth of its potential audience saw the picture when it was first released. Today its field is practically virgin, its box office value greater than ever. It presents tremendous possibilities to any exhibitor.
Pathépicture
TRADE MARK
DE MILLE PICTURES
PATHÉCOMEDIES
PATHÉ NEWS
PATHÉSERIALS



JAS. D. KENNEDY
INDIANAPOLIS

January 24, 1928.

Mr. R. S. Shrader,
Branch Manager,
Pathe Exchange,
Indianapolis, Indiana.

Dear Mr. Shrader:

It gives me great pleasure to state that Harold Lloyd in GRANDMA'S BOY, re-issue, is making a distinct hit at the Apollo Theatre this week.

While this was expected, still it is rather remarkable in the face of the severe competition we have this week, ie; Mae Murray in person at the Indiana and SEVENTH HEAVEN at the Circle.

It is rather an exception for us to run a re-issue of any kind, no matter how good it is but those in your company who have been responsible in reviving this Lloyd classic should be complimented as they surely made no mistake.

The box-office returns compare favorably with any big feature which we have run at the Apollo.

With best wishes, I remain,

Yours very truly,

Jas. D. Kennedy, Mgr.,
APOLLO THEATRE

JDK/C

Pathe

HAROLD LLOYD
in
GRANDMA'S BOY

(reissue by public demand)

"proves distinct hit in face of severe competition – first run Indianapolis –"

James D. Kennedy, Mgr.
Apollo Theatre, Indianapolis, In



HAL ROACH
prescribes

HAROLD LLOYD

in his latest and greatest

"DR. JACK"

A feature

Pathépicture





"Dr. Jack" is the greatest comedy ever made.

But it is more than a comedy.

It not only arouses tidal waves of laughter but it sounds the depths of the human soul in the intensity of its pathos. The genius that conceived and created the picture realized that laughter is the greatest when it follows upon emotion; that pathos is sublime when it is preceded by laughter.

Pathépicture

HAROLD LLOYD
in
"DR. JACK"



"Dr. Jack" is a triumph for Harold Lloyd; for Hal Roach; for the unique and wonderful staff that collaborated in its making. It is no less a triumph for the entire motion picture industry, for it shows the greatness of the motion picture.



HAROLD LLOYD

in

"DR. JACK"

There can be only one "greatest."

The public has determined, by its laughter and its dollars, its enthusiasm and its praise, the greatest box-office star before the public today.

Phenomenal and unprecedented runs upon his recent pictures, ranging from three to nineteen weeks in the largest cities, with doubled and tripled time in the smaller, with attendance record after attendance record smashed with bewildering frequency, prove that there is but one greatest star—Harold Lloyd.

He, the greatest star, is now presented in his latest and greatest picture—a feature—"Dr. Jack."



Pathépicture



HAROLD LLOYD

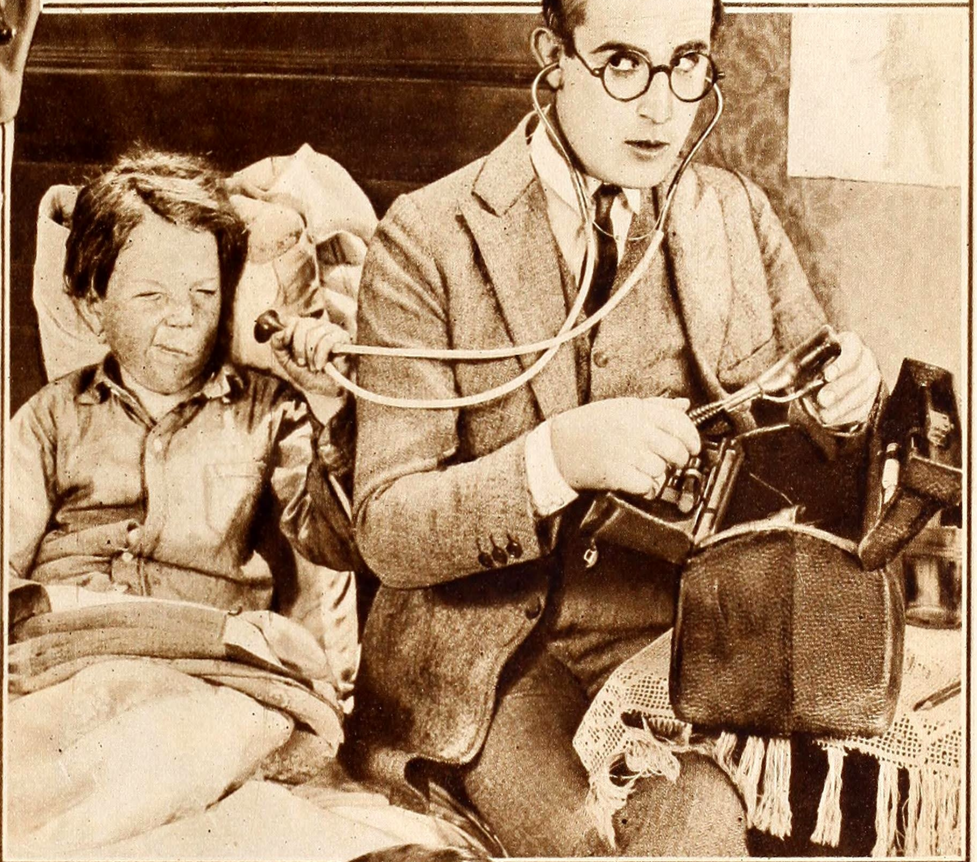
in

"DOCTOR JACK"

His First Feature Comedy Under His New Pathe Contract

MILDRED DAVIS

is Leading Woman







HAL ROACH *prescribes*

HAROLD LLOYD

in his latest and greatest

"DR. JACK"

a feature

The first announcement of "DR. JACK" is only a few days old.

But—

already there is a mighty and rapidly rising flood of offers and requests for prices on this picture from exhibitors who are known as the most successful in the business.

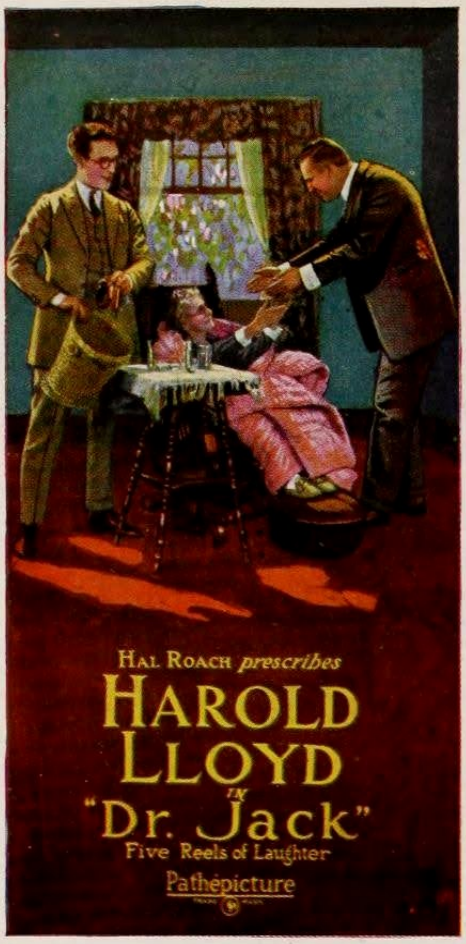
We have told you HAROLD LLOYD is the most potent attraction before the public today.

He is.

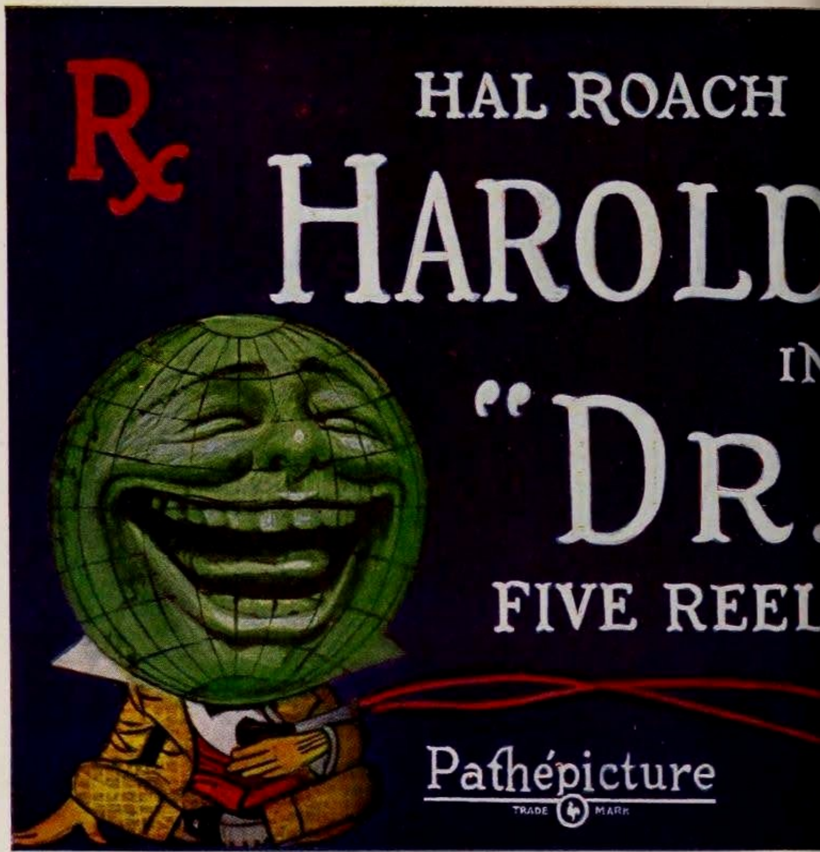
And he is now presented in his latest and greatest picture —"DR. JACK."

Pathépicture

TRADE MARK



One of the stop and look three sheets



The twenty-four sheet is a traffic stopper

HAL ROACH
PRESCRIBES

HAROLD LLOYD

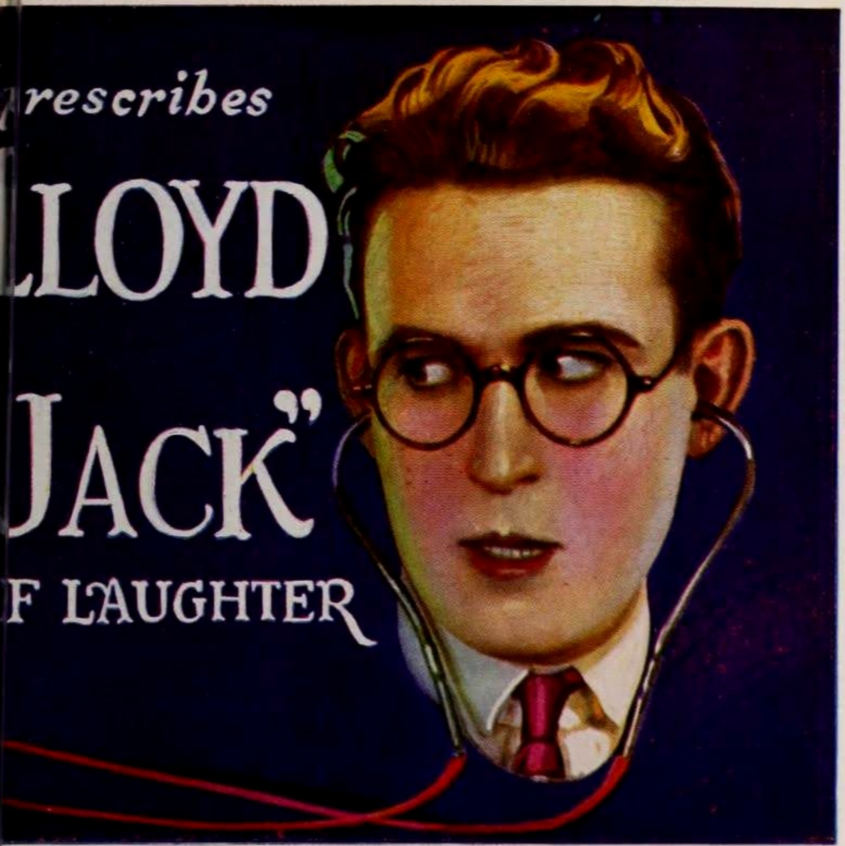
Records being wrecked everywhere by this riot of hilarity!

With Harold Lloyd the biggest box-office star and "Dr. Jack" the greatest comedy ever made, you'll have to take out the radiators to accommodate the crowds!



This six-sheet will bring them to the ticket window

Pathépicture
TRADE MARK



It's a work of art and a real puller



An interest rousing three-sheet

in "DR. JACK"

Held over 2nd week for first time in Salt Lake history—

"'Dr. Jack' being held over second week Pantages starting Wednesday. First time in history of Salt Lake this was ever attempted."

(Signed) BARATTE

Held over for third week in Portland, capacity houses

"Harold Lloyd in 'Dr. Jack' held over for third week thereby breaking a record for Majestic Theatre. All this week snow storms, nevertheless, Majestic has had capacity audiences at every performance. The Majestic management now planning for fourth week."

(Signed) SAMUELSON

Crowds block sidewalk in San Francisco

"Opening of new Portola most auspicious in history of San Francisco film circles. Crowds blocked sidewalks first two days in spite of torrents of rain. Run will continue indefinately. Roth, Partington and Rothschild elated.

(Signed) KOFELDT

Hal Roach *prescribes*

Harold Lloyd

in

"Dr. Jack"

his latest and greatest,—a feature



Below zero yet had an unbroken line from 2 p. m. until 9.30 p. m.

"Sheboygan opened Dr. Jack Sunday ten below zero with unbroken line from two o'clock until 9.30."—Aschmann.

Dr. Jack makes new record in Portland

"Dr. Jack establishes new record for long runs in Portland. Dr. Jack commenced fifth week at Majestic Saturday. It is almost unbelievable that any picture could be good enough to run five weeks in Portland but the crowds have been so large during the past week it is necessary to continue the showing for the fifth week."—Samuelson.

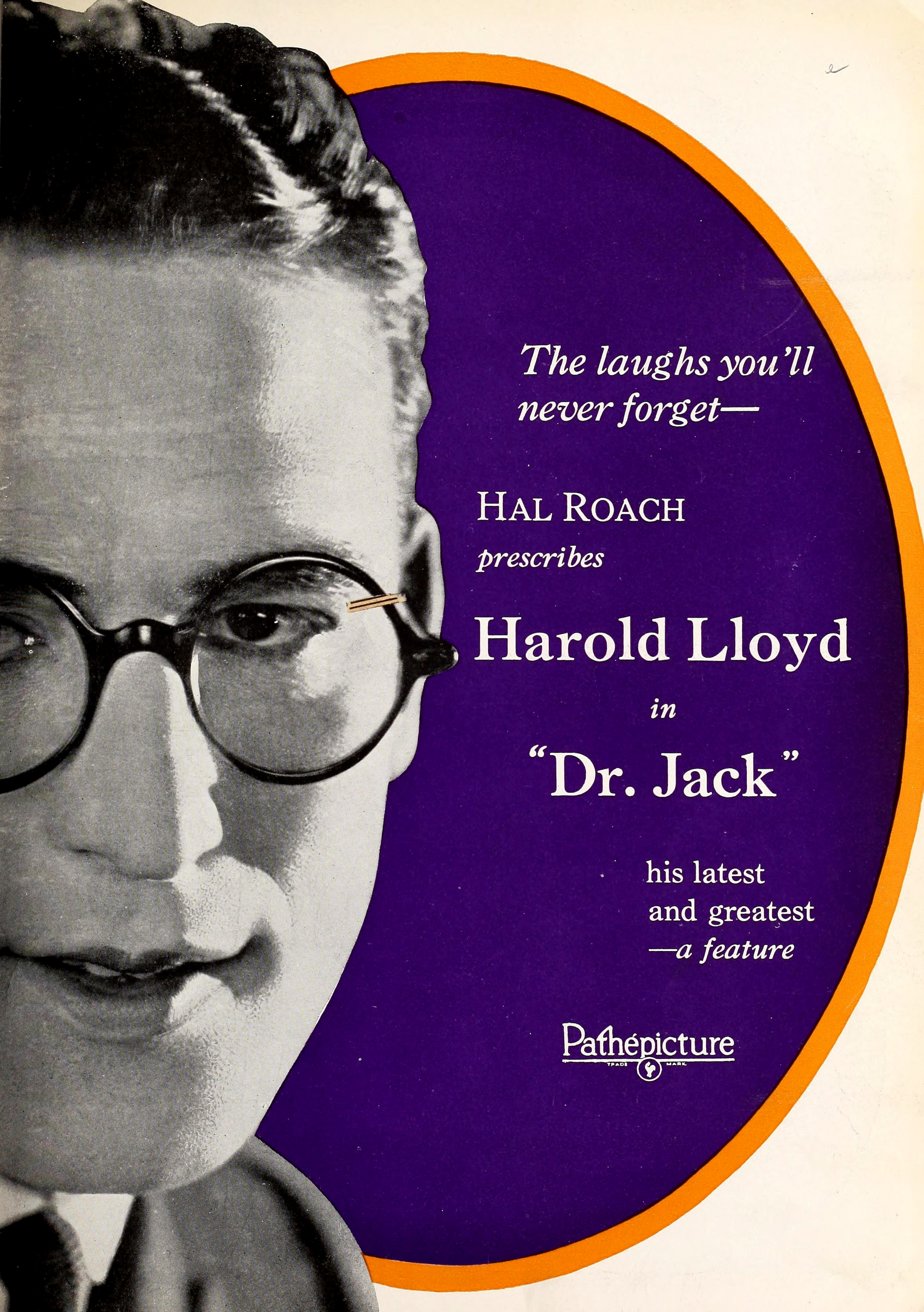
Here's a partial list of bookings, a list which contains many of the biggest and most successful theatres in the land

Stanley, Philadelphia, 24 days
Loew's Circuit Greater New York; 13 theatres, seven days; balance, from two to five days
Strand, New York, 14 days
Broadway, Richmond, Va., 12 days
Bijou, New Haven, 7 days
Merrick, Jamaica, 7 days
Hamilton, Yonkers, 7 days
Broadway, Yonkers, 5 days
Orpheum, Yonkers, 3 days
Audubon, N Y., 7 days
Academy, N. Y., 7 days
Crotona, N. Y., 7 days
Star, N. Y., 7 days
Ridgewood, Brooklyn, 7 days
Jap Garden, N. Y., 7 days
Nemo, N. Y., 7 days
Standard, N. Y., 7 days
New State, Schenectady, 7 days
Mark Strand, Brooklyn, N. Y., 7 days
Regent, Elizabeth, N. J., 7 days
Palace, Fort Worth, 8 days
Liberty, Spokane, 10 days
Madison, Peoria, 7 days
Bijou, Decatur, 7 days
Auditorium, So. Bend, 7 days
Gaiety, Springfield Ill., 7 days
Palace, Wichita, 7 days
Oregon, Salem, Ore., 7 days
Sun, Omaha, 15 days
America, San Jose, 7 days
Majestic, Hartford, Conn., 7-14 days
Page, Medford, Ore., 7 days
Strand, Waco, Tex., 7 days
Isis, Cedar Rapids, 7 days
Strand, Cincinnati, 14 days
Colonial, Columbus, 14 days
Troy, Troy, N. Y., 7 days
Liberty, Youngstown, 10 days
U. S. Photoplay, Paterson, N. J., 7 days
Empire, San Antonio, 8 days
Palace, El Paso, 7 days
Old Mill, Dallas, 14 days
And hundreds of others.

The biggest attraction of the day

Pathépicture

TRADE MARK


The laughs you'll never forget—
HAL ROACH
prescribes
Harold Lloyd
in
"Dr. Jack"
his latest and greatest
—a feature
Pathépicture
TRADE MARK





Harold

in

"DR.

A picture to rouse you to uncontrollable laughter; to talk about; to think about; to rave about; and to remember forever.

Pathépicture



Lloyd

JACK"



In its originality, swift action, ludicrous incidents, fast recurring climaxes of irresistible comicality, Lloyd's greatest, a veritable masterpiece of mirth.



Harold Lloyd

in

"Dr. Jack"

The need of the busine
today is big pictures.

Pictures big enough to
the biggest houses; pictur
big enough for people to ta
about—to tell their frien
to see; pictures so big th
the little houses, as well
the larger, will have a co
stant turnaway.

Hal Roach presents the s
preme attraction of th
world, Harold Lloyd, in su
a picture, "Dr. Jack"

Pathépicture

HAL ROACH *prescribes* **Harold**



Lloyd *in* "Dr. Jack"

Little Wires That Tell of *Big* Business

After nine days still breaking box-office records at Portland, Ore.

"Dr. Jack has upset all my previous knowledge of picture value. I am glad now to have paid you highest rental for any production ever shown this city. Jack after nine days still breaking box-office records. Looks like I can forget booking worries for number weeks. Drawing this Jack enabled me to complete a royal flush and pull in the dough."

J. J. Parker, Majestic Theatre, Portland, Ore.

Phenomenal crowds in Indianapolis

"Dr. Jack opened Apollo Theatre yesterday. Business phenomenal crowds clamoring to get in, in spite of miserable weather rain, snow, cold and damp all day."

Mac D. Weinberger, Indianapolis

Holding picture over in Madison, Wis. because of unusual demand

"Dr. Jack playing Majestic Madison Wisconsin breaks all house records for attendance. Theatre taxed to capacity this seventh night. Holding picture over two extra days account unusual demand."

C. W. McDaniels

Largest attendance in history of Criterion Theatre, Oklahoma City

"Dr. Jack opened Criterion Theatre, Oklahoma City today. Playing largest attendance in history of theatre. Five thousand paid admissions. Over 1000 children proving Lloyd's popularity with old and young. Nothing but praise from all attending performances."

Henle, Oklahoma City

Sensational success in Spokane

"Dr. Jack Liberty Theatre, Spokane yesterday broke all matinee and evening records. Cash volume largest in the history of house thus breaking a heretofore unbelievable record established three years ago. We claim can prove Dr. Jack to be better audience picture stronger box-office attraction than Grandma's Boy."

Christopher, Spokane

Dr. Jack is the greatest attraction in the country today!

Pathépicture

TRADE MARK

A S S O C I A T E D E X H I B I T O R S

ARTHUR S. KANE, PRESIDENT.

FOREIGN REPRESENTATIVE SIDNEY GARRETT

PHYSICAL DISTRIBUTORS
PATHÉ EXCHANGE INC.

World's greatest box-office star

HAROLD LLOYD

Nationally advertised in
THE SATURDAY EVENING POST
May 5, 1923

To Speed Up Spring Business Start At The Time This Page Appears And Show The Entire Series:

Grandma's Boy

A Sailor-Made Man

Never Weaken

Among Those Present

I Do

Now Or Never

(Book them in any order)

Presented by

HAL ROACH

A page advertisement on these attractions will also appear in

PHOTOPLAY and CLASSIC
(June issues, out May 1st)

PICTURE-PLAY
(July issue, out June 1st)

MOTION PICTURE
(August issue, out July 1st)

THE SATURDAY EVENING POST

OF course Harold and his wife scented trouble when brother-in-law's youngsters were parked with them over the week-end. But they had only the merest inkling of what they were in for.

How was Harold to know that he would have to put a nipple on the baby's bottle? Why is it anyway that nipples are always three sizes too small, and babies' bottles rounded at the bottom? And who could tell that a pet menagerie would break loose?

Trouble? Yes, but just look at that darling baby. Isn't he worth all the trouble he costs?

You'll be sure of it when you see Harold Lloyd in "I Do."





SOMEHOW Lloyd feels that the bathing pool of the Sultan's Harem is no longer safe. Where will he go? How can he rescue his sweetheart from the Sultan's clutches? These are only two of the perplexities which beset Harold Lloyd in "A Sailor-Made Man." When you see his uproarious adventures you'll wonder how he could cram so much hilarity into one short hour.

If you've lost your funny-bone—



IF you think no motion picture in the world can make you laugh a good old-fashioned laugh again—take this prescription. It's tested and unfailing, specially compounded for just such a critical case as yours.

℞ Six Encore Pictures of Harold Lloyd.

Sig: Take one after meal time. Alone or accompanied by friend, member of family or stray child. Get into comfortable seat at motion picture theatre and—shake well!

S. Q. Lapius, M. D.

After the first treatment you will feel so much better you'll think you are cured. But don't stop with one picture. Keep the treatment up. Take all six—and you'll want to cure others!

Ask your theatre manager for this tested group of gloom-destroyers. He will be glad to give you the genuine—bearing the signature of that distinguished producer, Hal Roach.

Distributed by Associated Exhibitors, Inc. Arthur S. Kane, President, 35 West 45th Street, New York. Physical Distributors, Pathe, Inc.

Encore Pictures

ENCORE PICTURES are chosen from hundreds of new motion pictures offered us each year—chosen because they actually *entertain* the private audiences who see them in advance.

This line of high-grade pictures includes:

Harold Lloyd in "Grandma's Boy," "I Do," "Now or Never," "Never Weaken," "Among Those Present," and "A Sailor-Made Man."

Constance Binney in "A Bill of Divorcement"—an absorbing drama revealing the depths of human feeling.

"Head Hunters of the South Seas"—a truthful record of a thrilling adventure.

Florence Vidor in "Alice Adams"—a wonderfully faithful and artistic picturization of Booth Tarkington's prize-winning novel—and other superlatively fine productions.

• • • •

To be sure of having all the better photoplays shown in your neighborhood you should form a Better Pictures Council to work with the managers of your local picture theatres.

More than 600 communities have organized such Councils. Every month the members receive impartial reports of *all* worthwhile photoplays, not Encore Pictures alone. The Council recommends the best pictures to the theatre manager and endorses them to the public.

Thus everybody benefits—theatre goers can make known in advance what pictures they want to see, and the theatre owner is assured of good audiences.

Why don't you take the initiative in getting better pictures for your community? Write me personally for the booklet, "Getting Better Pictures—the Plan that Works." Arthur S. Kane, 35 West 45th Street, New York City

IF you think a comedian is only a clown or a buffoon you will certainly change your mind when you see this poor timid, lovable boy learn the secret of Courage. And shrewd, loving Grandma—she knew what he needed! No wonder "Grandma's Boy" was voted among the best ten motion pictures of the year.





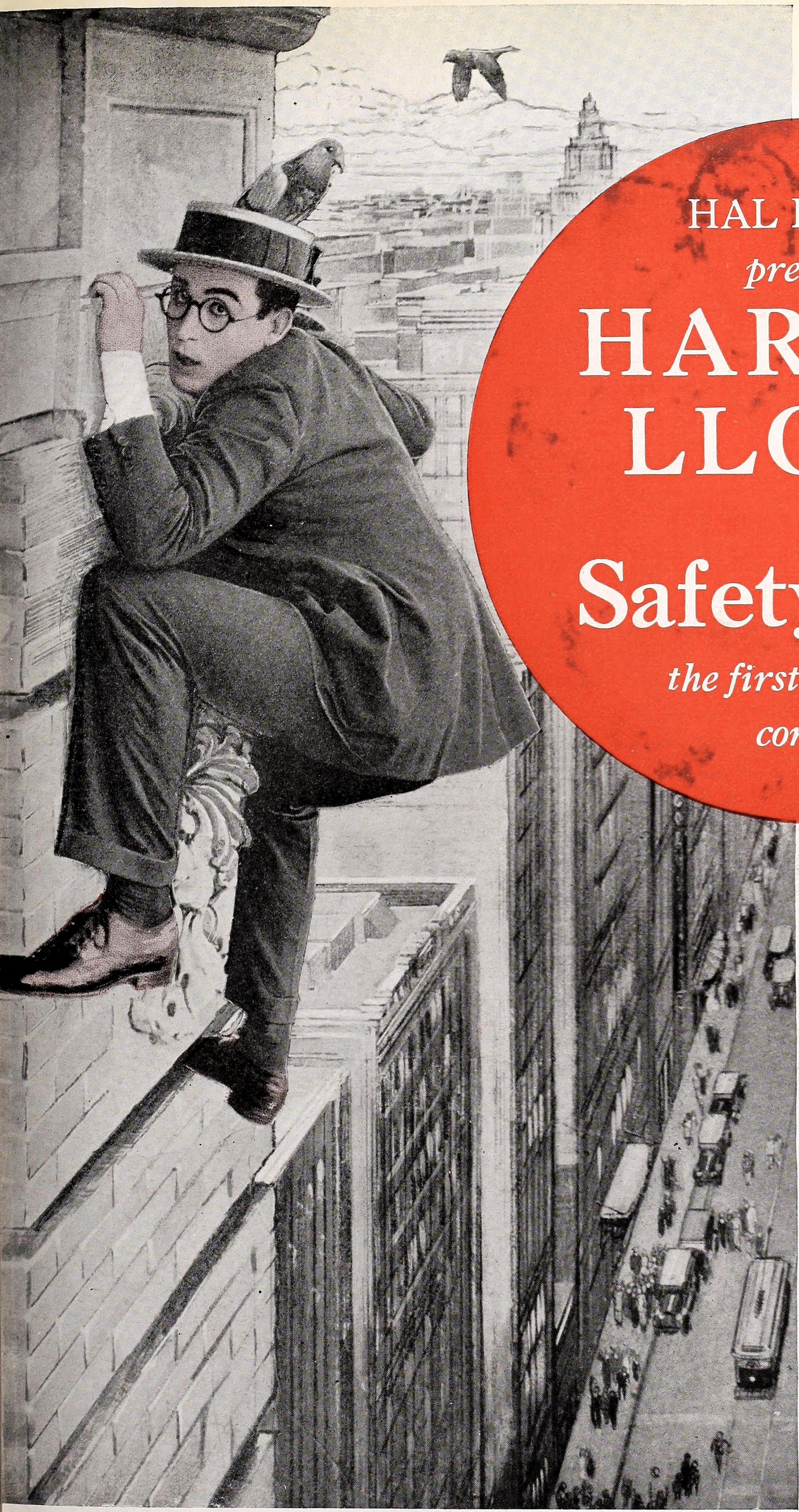


HAROLD and Mildred find in "Never Weaken" that true love runs a dangerous course, often high in the air. Lovelorn Lloyd perched on a girder, doing his level best to get back to solid ground—and to his sweetheart—may not sound funny, but it is an uproarious spectacle.

WHEN a fellow who has never been outside his home town gets into society, and is asked to tell of his African hunting experiences—just what would the book of etiquette advise? Use his imagination, is our guess.

And in "Among Those Present" Lloyd does use his imagination—recklessly and wondrously as you can judge from the expression of his hostess.

IT doesn't seem quite fair to ask a painfully respectable, undomesticated bachelor to play chaperon to a full-of-the-mischief, four-year-old girl in a crowded Pullman. But in "Now or Never," Lloyd does find a way out of his troubles — after his own fashion.



HAL ROACH
presents

HAROLD LLOYD

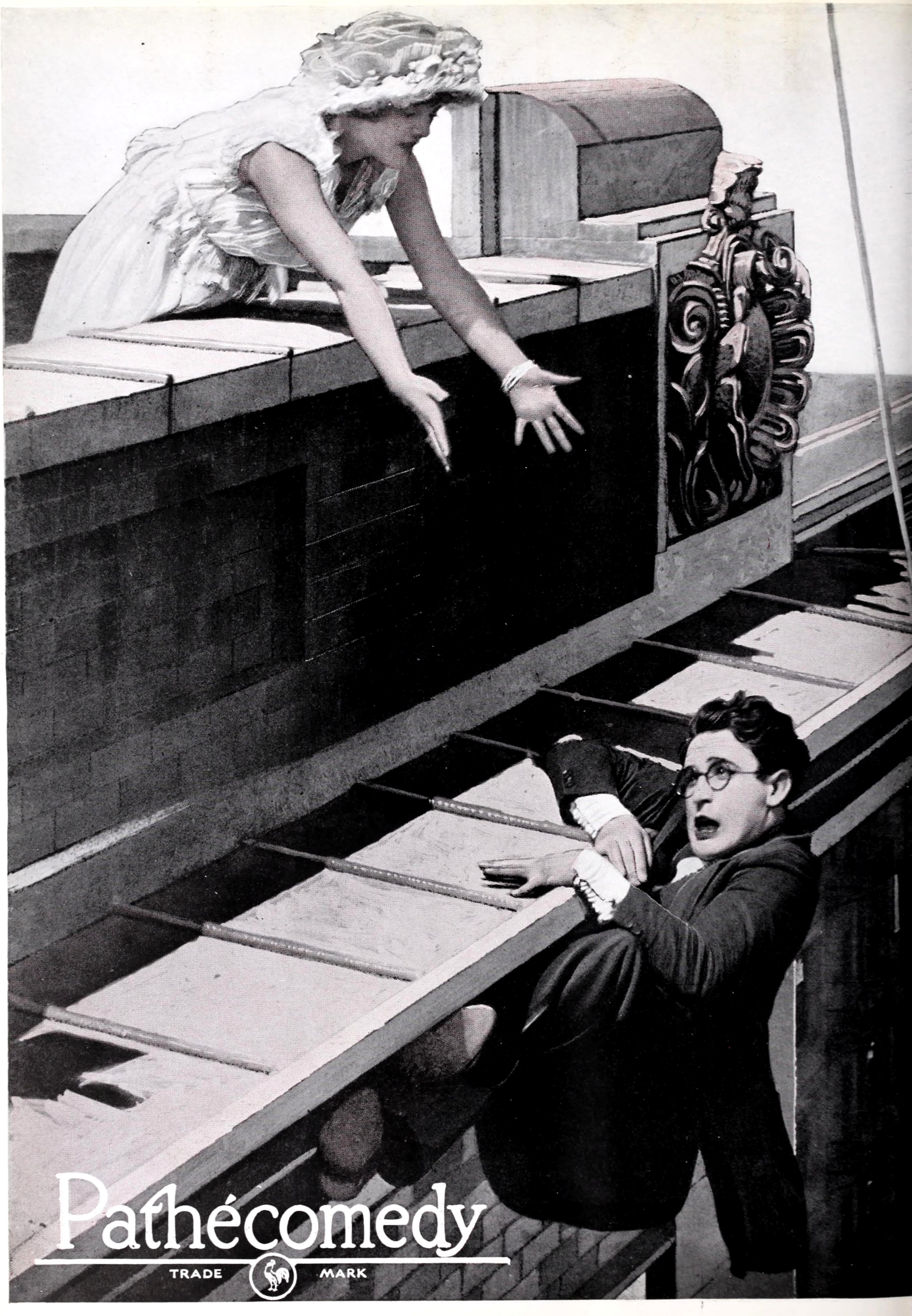
in

Safety Last

the first seven reel comedy

Pathécomedy

TRADE MARK


Pathécomedy
TRADE MARK

HAROLD LLOYD

in

Safety Last

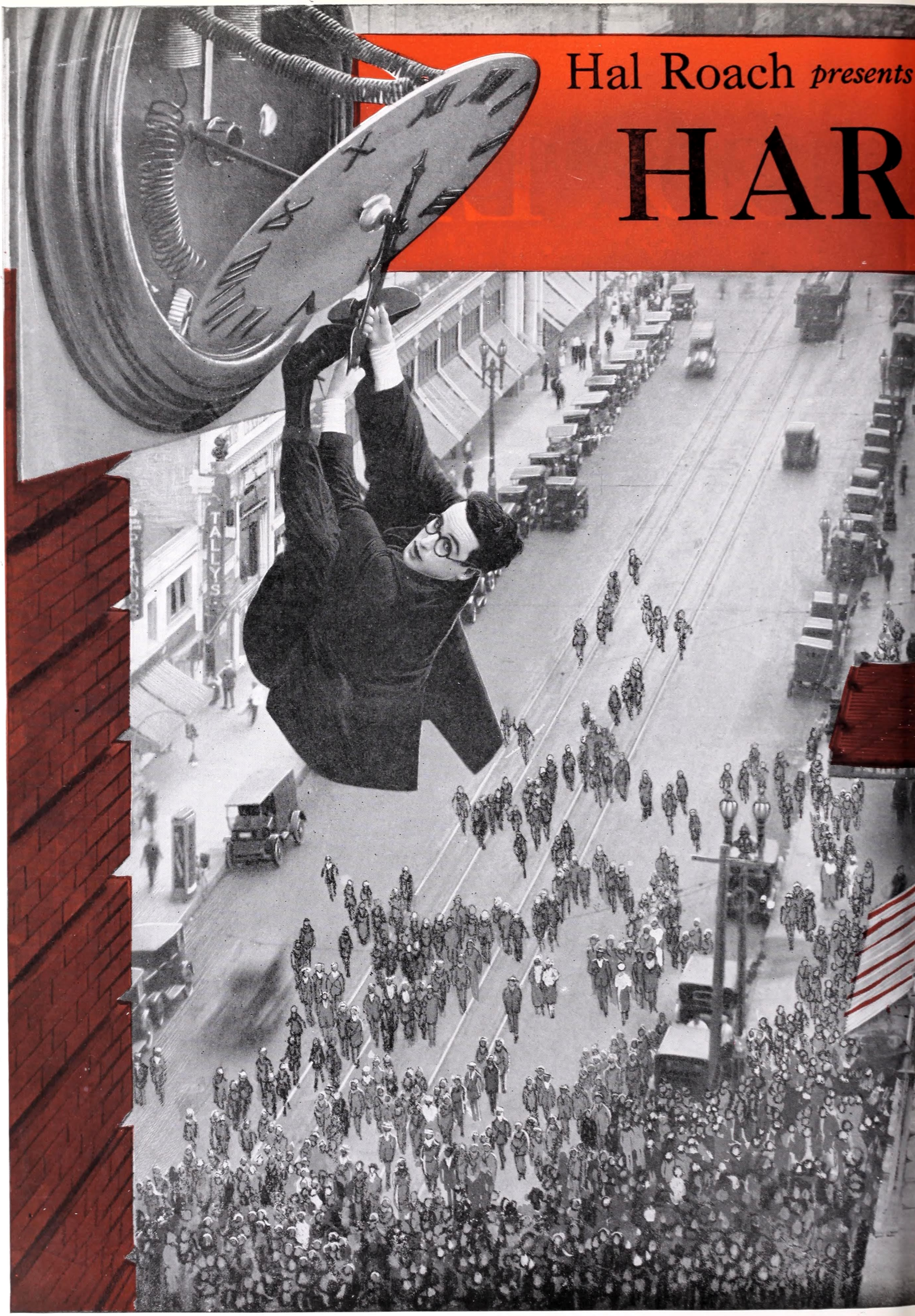
You have seen "Dr. Jack" and "Grandma's Boy." You have thought that the number of laughs in each could never again be equalled. You have seen the greatest dramatic features where thrill followed thrill, and you felt that the utmost in thrills had been accomplished.

Now you will see a picture greater in thrills than any drama; greater in laughs than any comedy; greater in everything than anything you have ever seen before!

Pathécomedy

TRADE MARK




Hal Roach presents
HAR

OLD LLOYD

in

Safety Last

The first seven reel comedy

More and bigger thrills than in any circus you ever saw.

More startling than the most exciting drama.

More laughs than were ever heard in any theatre anywhere, at *any* production.

See it and you'll still be laughing a year from now.

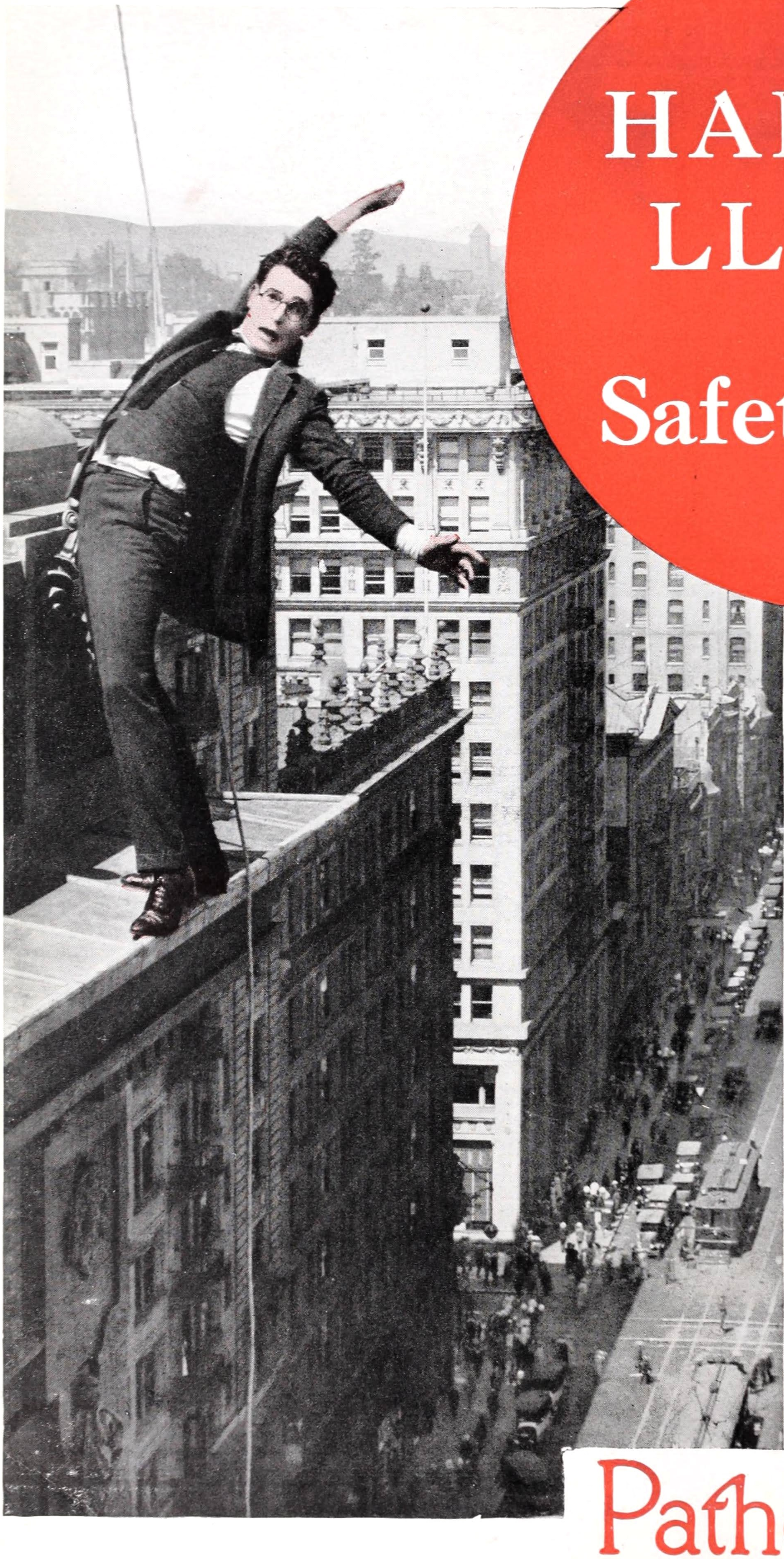
Pathécomedy

TRADE MARK

HAROLD LLOYD

in

Safety Last



Harold Lloyd and Hal Roach have for years been making comedies that with every picture have been getting better and better.

With each great picture it becomes harder and harder for star and producer to make one even greater.

When "A Sailor Made Man" was released every critic felt that the utmost in comedy had been created.

Yet "Grandma's Boy" followed and exceeded it. Then "Dr. Jack" topped the amazing records made by "Grandma's Boy" both in house receipts and in laughter.

"Safety Last" has accomplished the apparently impossible by being better. It has proven that there are no limits of achievement for Harold Lloyd.

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TRADE MARK

HAL ROACH presents

HAROLD



Pathécomedy

TRADE MARK

NOTICE
BEWARE OF FILM PIRATES

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Speaking of records—

"'Safety Last' opened Apollo Easter Sunday to wonderful business. House opened 1:30, by two o'clock crowds locked out to street. This continued all day. All records broken. Audiences highly enthusiastic. Critics claim it best picture yet released. This against stiff competition 'Prodigal Daughter,' 'Adam's Rib,' 'Jazzmania.' Possibilities for extended run tremendous."—Moray, Indianapolis.

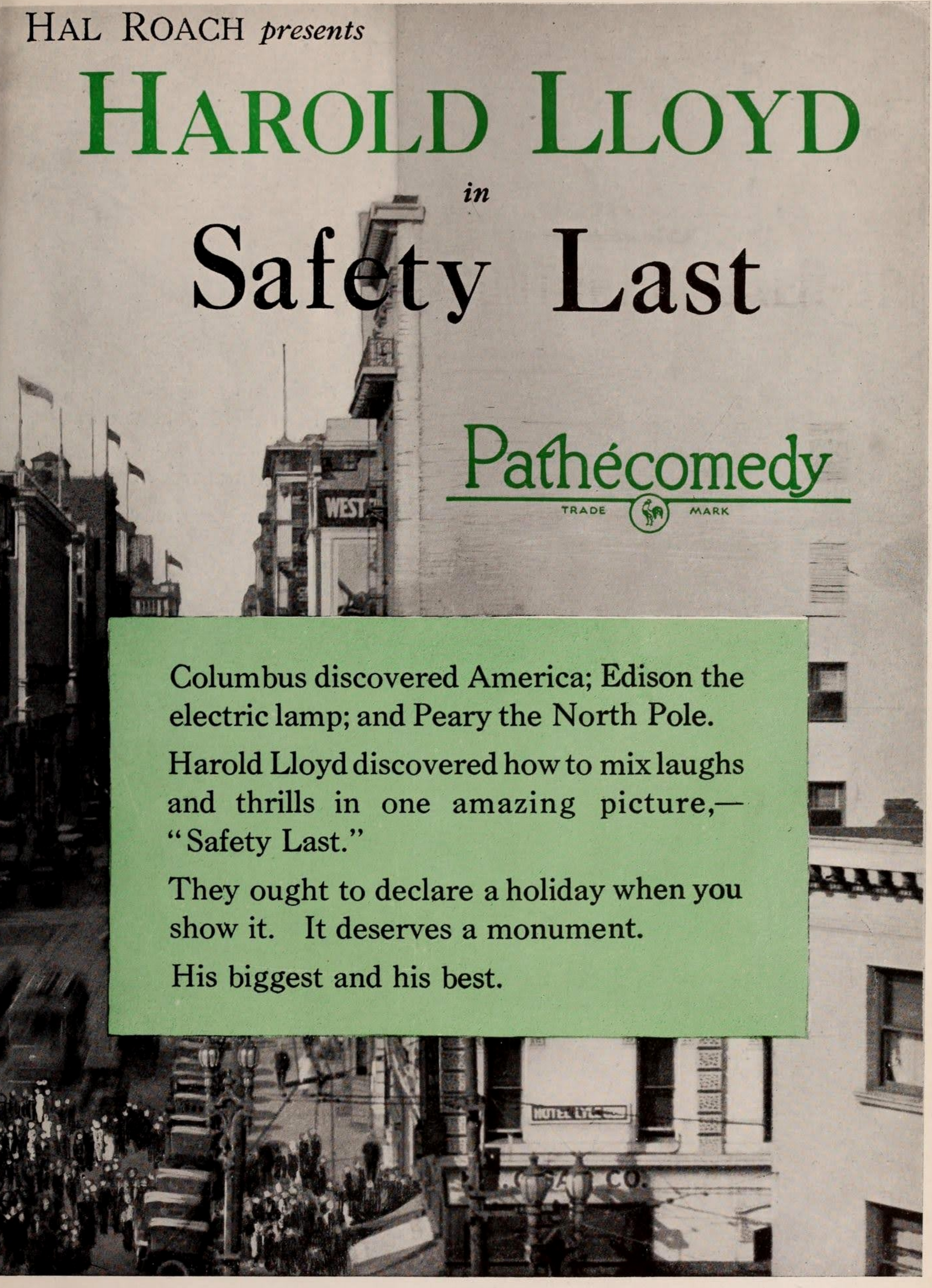
"Delighted to say Harold Lloyd's 'Safety Last' exceeded all house records on Sunday opening. As Adams Theatre has played almost every big film attraction thought you would be glad to know this."—G. W. Trendle, Detroit.

"'Safety Last' opened Des Moines Theatre, Iowa's biggest theatre, today to record breaking crowds. Lockouts at both afternoon and both night performances and hundreds turned away. 'Safety Last' acclaimed Lloyd's greatest picture by all newspaper critics and also as the greatest box office attraction." — A. W. Peves, Des Moines.

"'Safety Last' sensation here Sunday with successful opening. Audience swayed back and forth with laughter watching antics of Lloyd. 'Safety Last' proclaimed by everyone Lloyd's greatest."—A. G Stolte, Des Moines.

"'Safety Last' opening Majestic Theatre, Tulsa, to 4,496 paid admissions. Played to capacity all day. Continuous line-up at box office from 1 p.m. until 10 o'clock, at which time they were forced to stop selling tickets. Audience proclaim 'Safety Last' Harold Lloyd's greatest achievement."—J. A. Epperson, Oklahoma City.




HAL ROACH presents
HAROLD LLOYD
in
Safety Last
Pathécomedy
TRADE MARK
Columbus discovered America; Edison the electric lamp; and Peary the North Pole.
Harold Lloyd discovered how to mix laughs and thrills in one amazing picture,—"Safety Last."
They ought to declare a holiday when you show it. It deserves a monument.
His biggest and his best.
WEST
HOTEL LYL
CO.



Hal Roach presents

Harold Lloyd

"So good that it hurts!"

The "oldest inhabitant" will no longer date events by referring to "the blizzard of 1888."

He'll count his time in the future from the day he saw *Safety Last.*

NOTICE
BEWARE OF FILM PIRATES

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Pathécomedy

TRADE MARK

in Safety Last

The First Seven Part Comedy

Who said
Records?

"Million dollar Grand seating 2,500 opened at 10 o'clock with 'Safety Last. At 11:30 standing room only. Twelve house was jammed. At 2:30 people were waiting in line five abreast in lobby, which is over 100 feet long. Greatest opening business in history of theatre, smashing previous Lloyd records. Audience went wild over the picture. Balloons and newspaper only exploitation given picture."—Moran, Pittsburgh.

" 'Safety Last' opened to capacity business at Majestic Theatre Saturday-Sunday notwithstanding heavy rain. Broke house record previously held by 'Doctor Jack.' Manager Lacey warns patrons through advertisements to have buttons securely fastened to wearing apparel before entering theatre."—Samuelson, Portland.

Who said
"what do the papers say?"

" 'Safety Last' is so good that it hurts. The thrills that the comedian wrings out of his climb up the side of a twelve story building are so intense that the spectator finds his lower extremities growing colder and colder and a queer sensation at the pit of his stomach."—N. Y. Evening Journal.

"Harold Lloyd will always strike us as the best comedian on the screen. . . . To us it was a case of thrill—laugh—thrill."—N. Y. Evening World.

"The laughter reaches the stage of hysteria."—N. Y. Evening Post.

"Pretty nearly the most amusing movie ever made and it certainly is one of the most thrilling."—N. Y. Evening Sun.

"Harold Lloyd has made another hit—and a bigger and better one—in his new film comedy, 'Safety Last'."—N. Y. Telegram.

"Filled with laughs and gasps. When people are not rocking in their seats at the Strand they will be holding on to their chair arms to keep them down."—N. Y. Times.

Pathécomedy

TRADE MARK

HAL ROACH *presents*

HAROLD LLOYD

Records! Records! Records! Everywhere!



WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT 54 WEST 45TH STREET, NEW YORK ALWAYS OPEN

BALTIMORE MD 15 OP Apr 17 1923
E A Eschmann Care Pathe Inc 35 West 45 St New York NY
Safety Last opened Monday is breaking all records for attendance best wishes GUY L WONDERS, Rivoli Theatre

Breaking All Records in Baltimore

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT 54 WEST 45TH STREET, NEW YORK ALWAYS OPEN

Safety Last opened today to the biggest matinee in the history of the theatre tonight they are coming in droves look for engagement to smash all records audience is eating the picture up never heard so much laughter in a theatre congratulations to Harold Lloyd and Pathe regards (sgd) JULIUS K. JOHNSON Rialto Theatre.

A Knockout in Omaha

Safety Last is a once in a lifetime picture that makes you sore because your house is not three times as big.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT 54 WEST 45TH STREET, NEW YORK ALWAYS OPEN

"Safety Last opened week's engagement Bellevue Theatre, Niagara Falls yesterday at advance prices breaking every house record including Robin Hook stop Played to 4670 people was forced to stop selling tickets at 3 pm and 7:30 pm hundreds of people being turned away stop Picture bound to establish new motion picture record for Niagara Falls." MACK

Every House Record Broken in Niagara Falls

Pathécomedy

TRADE MARK

in Safety Last

WESTERN UNION TELEGRAM

RECEIVED AT 54 WEST 45TH STREET, NEW YORK ALWAYS OPEN

"Safety Last opened Adams Theatre Detroit April first patrons in double line packing large lobby and extending to Woodward Avenue one block long from one o'clock until ten PM Thousands turned away unable to gain admission. Paid admissions were one third larger than best day of either Grandma's Boy Dr. Jack Kunsky interest believe picture will be held for extended run many weeks Newspapers and everybody giving wonderful comments."
Pathe Detroit.

Thousands Turned Away in Detroit

WESTERN UNION TELEGRAM

RECEIVED AT 54 WEST 45TH STREET, NEW YORK ALWAYS OPEN

MINNEAPOLIS MINN 16
E A Eschmann Pathe Exchange Inc 35 West 45 Street New York NY
Safety Last has played two towns this territory Capitol St Cloud and Garrick Duluth stop In both cases broke all existing box office records stop Safety Last will gross more money for motion picture theatre owners than any subject ever released Pathe Exchange Inc.

Bang Go the Records in St. Cloud and Duluth

POSTAL TELEGRAPH – COMMERCIAL CABLES
TELEGRAM

PORTLAND ORE
E A Eschmann Gen Sales Mgr Pathe Exge Inc 35 West 45 St. New York NY
Safety Last on its third week at the Majestic Theatre and going stronger than ever stop They are tearing the arms off of the chairs and laughing so loudly the organist can't hear himself play stop Expect the run to break the six week record established by Doctor Jack. SAMUELSON.

They Are Tearing the Arms Off the Chairs in Portland

WESTERN UNION TELEGRAM

RECEIVED AT 54 WEST 45TH STREET, NEW YORK ALWAYS OPEN

Harold Lloyd's Safety Last opened here yesterday to biggest business of the year. It is really the most wonderful comedy of all time. We turned them away. JAMES P. DUNLEVY.

Biggest Business of Year in Akron

WESTERN UNION TELEGRAM

RECEIVED AT 54 WEST 45TH STREET, NEW YORK ALWAYS OPEN

WEST PALM BEACH FLA 18
Elmer Pearson General Manager Pathe Exchange 35 West 45 St New York NY
Safety Last in a knockout played yesterday and today to the largest Saturday and Sunday business in the history of the house exceeding even that of Robin Hood which established a new record three weeks ago stop It went over great with capacity audiences got everybody in town including members of the President's party but owing to its being Sunday he sent his thanks and regrets Many stage and screen celebrities fully expect to reach the gross estimated will mail exploitation stuff in a day or so Congratulations on Safety Last
STANLEY C. WARRICK.

Largest Business in History of House in West Palm Beach, Fla.

WESTERN UNION TELEGRAM

RECEIVED AT 54 WEST 45TH STREET, NEW YORK ALWAYS OPEN

Safety Last smashed all previous opening records by nearly five hundred dollars establishing a record that will probably stand for many moons. C. W. DIEBEL, Liberty Theatre. Youngstown

Liberty in Youngstown Breaks All Opening Records by $500.00

WESTERN UNION TELEGRAM

RECEIVED AT 54 WEST 46TH STREET, NEW YORK ALWAYS OPEN

MILWAUKEE WIS 23
Gen Sales Manager Pathe Exchange Inc 35 West 45th St New York NY
Opening Safety last Saturday talk of the town stop Unbroken line at box office all day Sunday stop One continuous roar every audience drowned music of orchestra stop Generally predicted will be most successful run of any picture played here stop
W. A. ASCHMANN.

Unbroken Line at Box-Office All Day



HAROLD

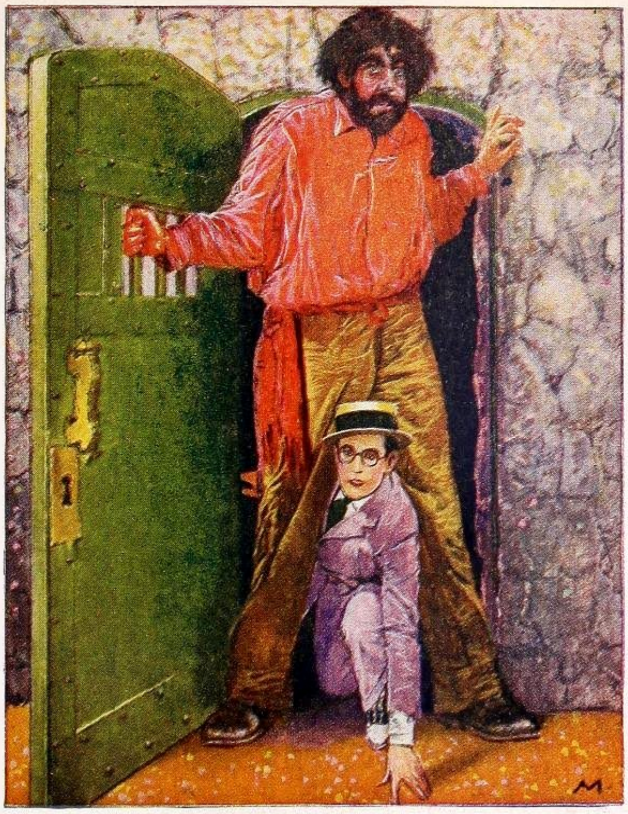
in *Four*

Wherever motion pictures are produced, distributed or exhibited, it is conceded that Harold Lloyd is the supreme box-office attraction of the business.

Pathe is proud of nine years' harmonious and successful association with Mr. Lloyd, and to announce four feature

Pathécomedy

TRADE MARK



LLOYD

Feature Comedies

comedies of the same superlative quality as "Grandma's Boy," "Dr. Jack" and "Safety Last."

"Why Worry," the first, is now ready.

It is a triumph of originality, a riot of laughter—different from and better than, anything Lloyd has ever done.

"Why Worry," produced by Hal E. Roach

Pathécomedy

TRADE MARK

HAL ROACH presents

HAROLD



LLOYD *in*

"WHY WORRY?"

If business hasn't been so good as it ought to be, Why Worry?

If you've had difficulty in "keeping out the red," Why Worry?

If the weather has been bad for your house, too hot, too cold or too rainy, Why Worry?

"Why Worry?" is coming!

Different from anything Lloyd has ever done,—romantic, adventurous, sensational, screamingly funny, *great*.

An attraction as big as the "Leviathan."

Don't worry,—see—play "Why Worry?,"—Lloyd's *best*.

Pathécomedy

TRADE MARK

HAL ROACH PRESENTS

HAROLD

IN "Why Wo



A REVOLUTIONARY RIOT

Hardened Newspaper Critics Laughed Until They Cried

"Harold Lloyd has done it again. After the smashing hit of 'Safety Last!' it was only natural to expect something of a slump in his next picture; but instead he has made a picture just as enjoyable... 'Why Worry?' entirely different from 'Safety Last!'... It differs from all its predecessors... Lloyd has accomplished the unbelievable... It's a riot... There is scarcely a

Why worry about pictures that



LLOYD

rry?"

let-up of mirth-provoking antics . . . I had two cynics to accompany my laughter. We laughed and smoked and choked—Where Harold, the giant and the girl whipped an entire army the scene is too funny to describe on paper. Tears of laughter are the only means of showing a proper appreciation and I shed my share in that lonely projection room.'' —Preview in Los Angeles Times.

ill make you money? *Have one!*

Pathécomedy

TRADE MARK



HAROLD

in 'Why



HAROLD was a rich young idler who imagined he had every disease in the medical catalogue and fed on pills constantly—

He went to a South American republic in search of health—encountered a revolution and—was thrown into jail as a suspected plotter—

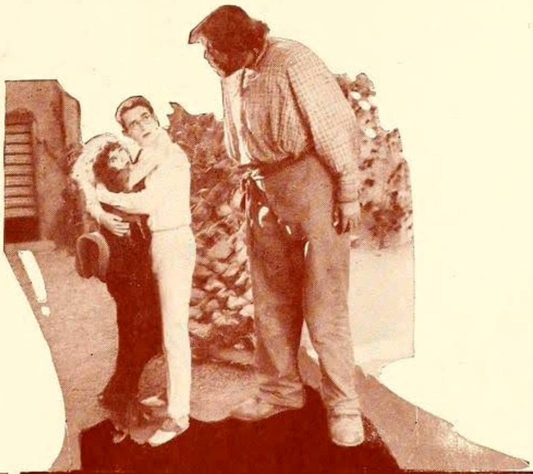
With his cellmate, a giant nearly nine feet tall, he escaped—quelled the insurrection and—

Having tasted exercise and found it helped him more than medicine, he threw away his pills, dispensed with the professional services of his nurse, fell in love with her and—quit worrying

Creating New Box Office Records
Even for a Harold Lloyd Show



LLOYD
Worry?"





Just to Say it's a Harold Lloyd Means—
A New Box-Office Record

ASSOCIATED EXHIBITORS
Arthur S. Kane, *President*
Selling Agents

Pathécomedy
TRADE MARK





Lloyd

Published Weekly

Motion Picture News, Inc.

William A. Johnston, President

E. Kendall Gillett, Treasurer

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Room 616 Security Bldg., Hollywood, Calif.

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J. C. Jessen, Los Angeles Representative

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VOL. XXVIII — NEW YORK, SEPTEMBER 15, 1923 — No. 11

The Greater Movie

The greater movie is with us at last.

A cohort of "big" pictures have marched upon New York and taken Broadway by storm. More are to follow.

Broadway legitimate houses are at a premium. The New York newspaper critics are almost emotional in their praise. The stage business is wondering just what is going to happen to its Fall season. It is a fact that "The Covered Wagon," "The Hunchback of Notre Dame," "Rosita," "The Green Goddess," "If Winter Comes," "Little Old New York" and "The White Sister" will call forth the highest grade audiences New York can boast of today, the kind of people the stage itself does not reach right along.

* * *

It is all very fine.

For almost ten years this publication has been calling for, and prophesying, the *individual picture*, the picture individually made and individually handled.

That kind of picture has appeared from time to time right along; we don't for a moment discount the successes of the past. Some may never be parallelled.

But the point is this: not only is the individual picture here, but the *era of making the individual picture* has at last arrived. Formerly, it was a matter of better vision and inspiration here and there with a few. Today the industry itself is gearing itself, through a new production and distribution policy, to the point where the individual picture is an assurance rather than a hope.

A new era has set in.

* * *

This is great progress. Practical progress, as well as artistic progress.

For the greater movie means greater movie audiences. We have more than enough seats but not filled seats. Five or six millions a day are not enough for our 14,000 theatres; and while the admission price is a factor so, too, is the attraction. Every exhibitor knows the stimulating effect on attendance of the occasional outstanding picture.

* * *

But as we write—and while the critics' praises sound and the billboards flash and the electric signs dazzle and the larger newspaper advertisements impress—we are thinking of the eighty percenter.

The ten thousand and more theatres in the four thousand communities of this country! Then there's the fifty thousand population town.

What are *they* thinking of the New York onslaught? What does the *new picture era* mean to them?

In short: when will they get these pictures? And how? On flat rentals or percentage? What kind of prints will they receive? And last but not least what advertising will they employ to get the greater movie audiences?

It is one thing to make greater movies.

It is another—to handle them.

* * *

Let's not lose our heads. One of Wallace Reid's pictures booked 8922 theatres.

Tom Mix is called "the life-saver" by thousands of exhibitors.

Hoot Gibson is preferred to the greatest present male star in many and many a picture house.

And at a little gathering in New York last week of hard boiled picture men, the question was propounded: if you could have any one of the line-up of big pictures now playing in the metropolis which would you rather have?

And most of them selected "Why Worry?" Harold Lloyd's picture at the Strand.

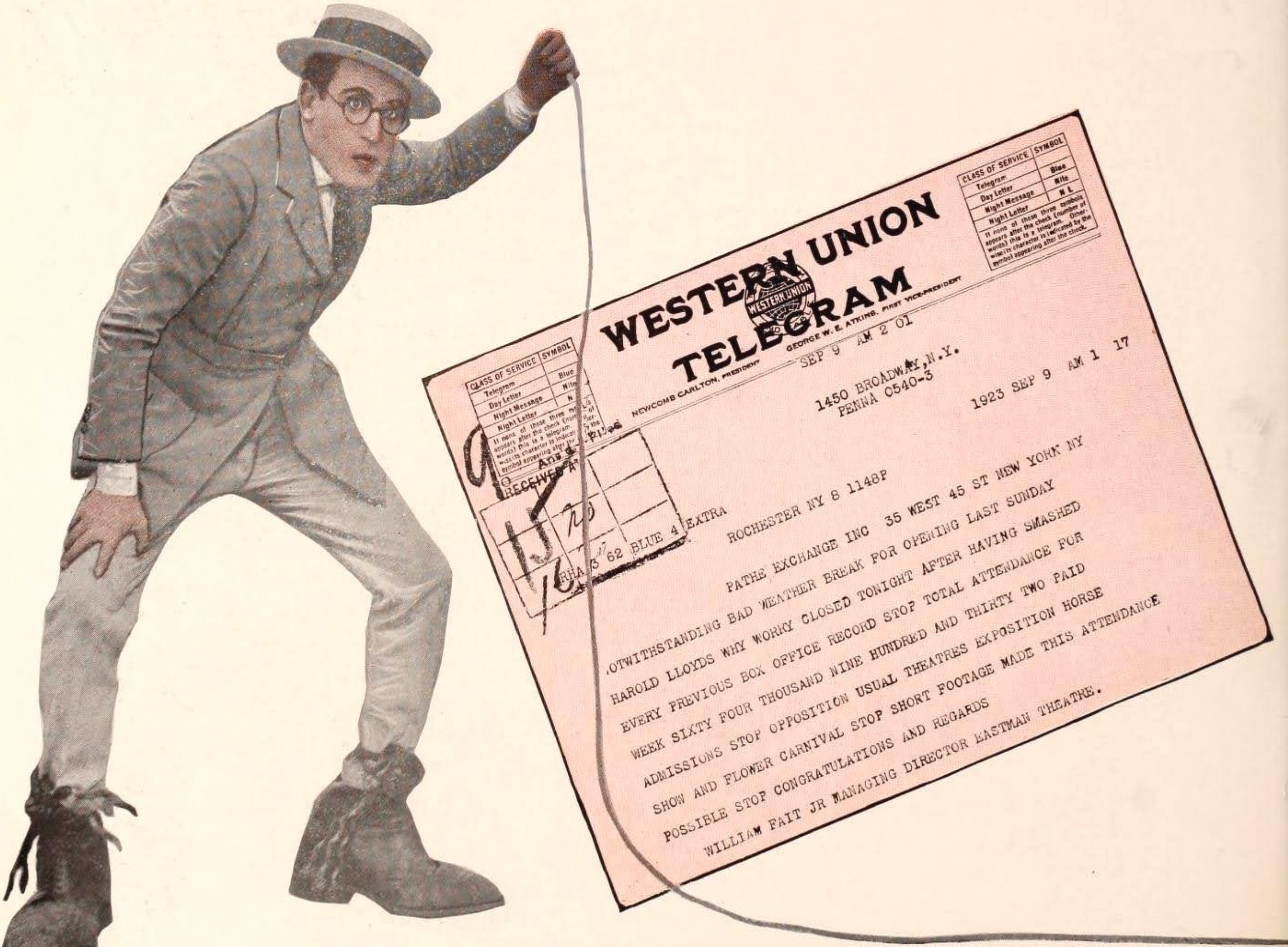
It goes right away into the picture theatres.

W. A. Johnston

HAL ROACH presents

Harold

in "Why



Lloyd

Worry?"



The most highly praised comedy ever made—

When Pathe released Dr. Jack many persons said "the best thing Lloyd has ever done."

With the release of "Safety Last" the chorus was almost unanimous,—"the greatest comedy ever made."

Now with "Why Worry?" critics, exhibitors, public, all exclaim *"greater than 'Safety Last'."*

Just look 'em over;

"It goes on building fun and excitement which terminates in an uproarious climax. It's an extraordinary comedy, exceptionally funny."—M. P. News.

"Great enough to warrant the erection of a statue to Mr. Lloyd by an appreciative public."—Morning Telegraph.

"Lloyd as always great. Absolutely new gags. Marks Lloyd's high-water mark in clean buffoonery."—M. P. World.

"A laugh in every foot. Walloping, tearing mock melodrama of the most lively kind. A sure winning funmaker."—Trade Review.

Pathécomedy

TRADE MARK

HAROLD

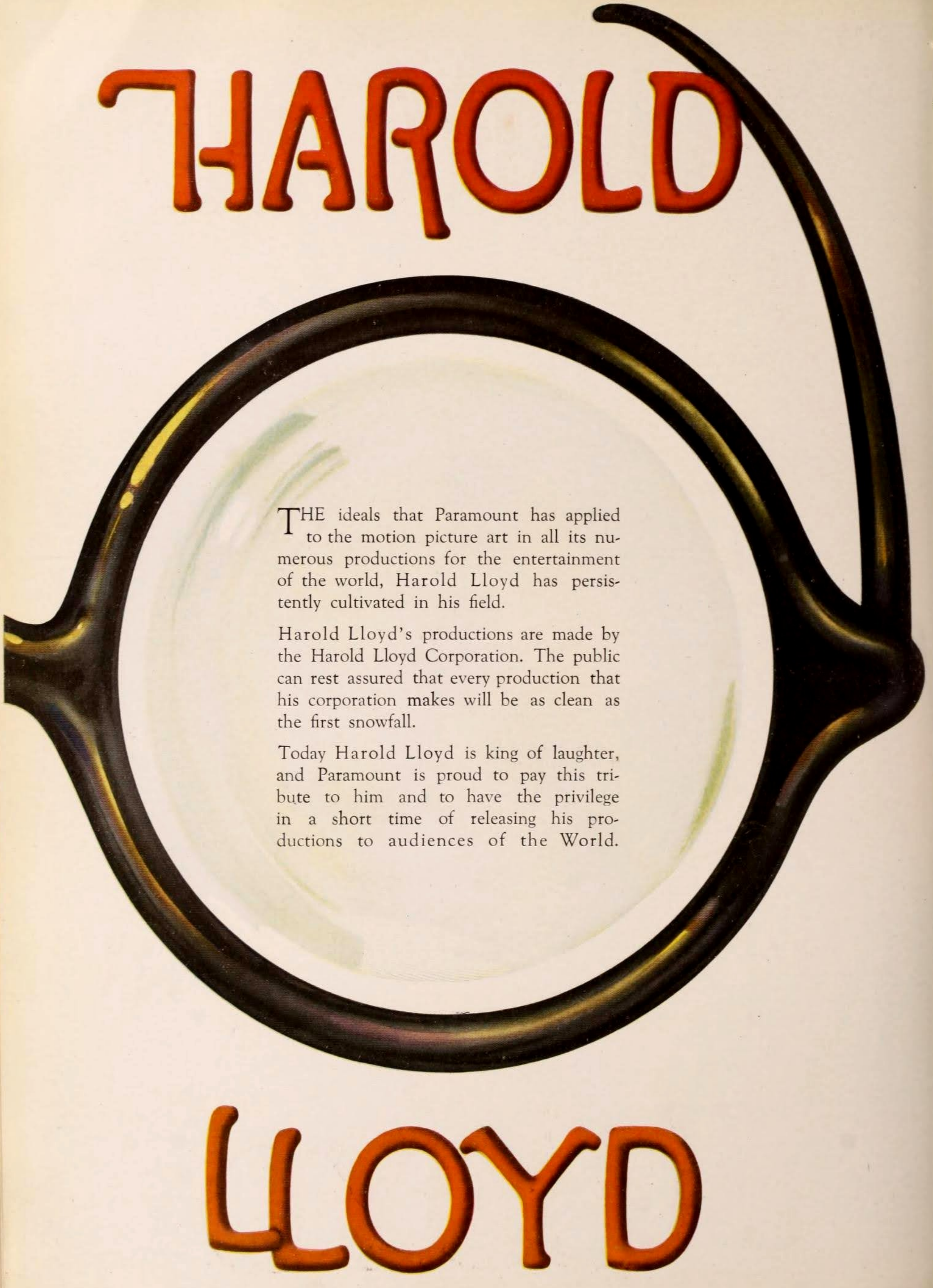
THE decision of Harold Lloyd to release his productions through Paramount means more than a commercial alliance.

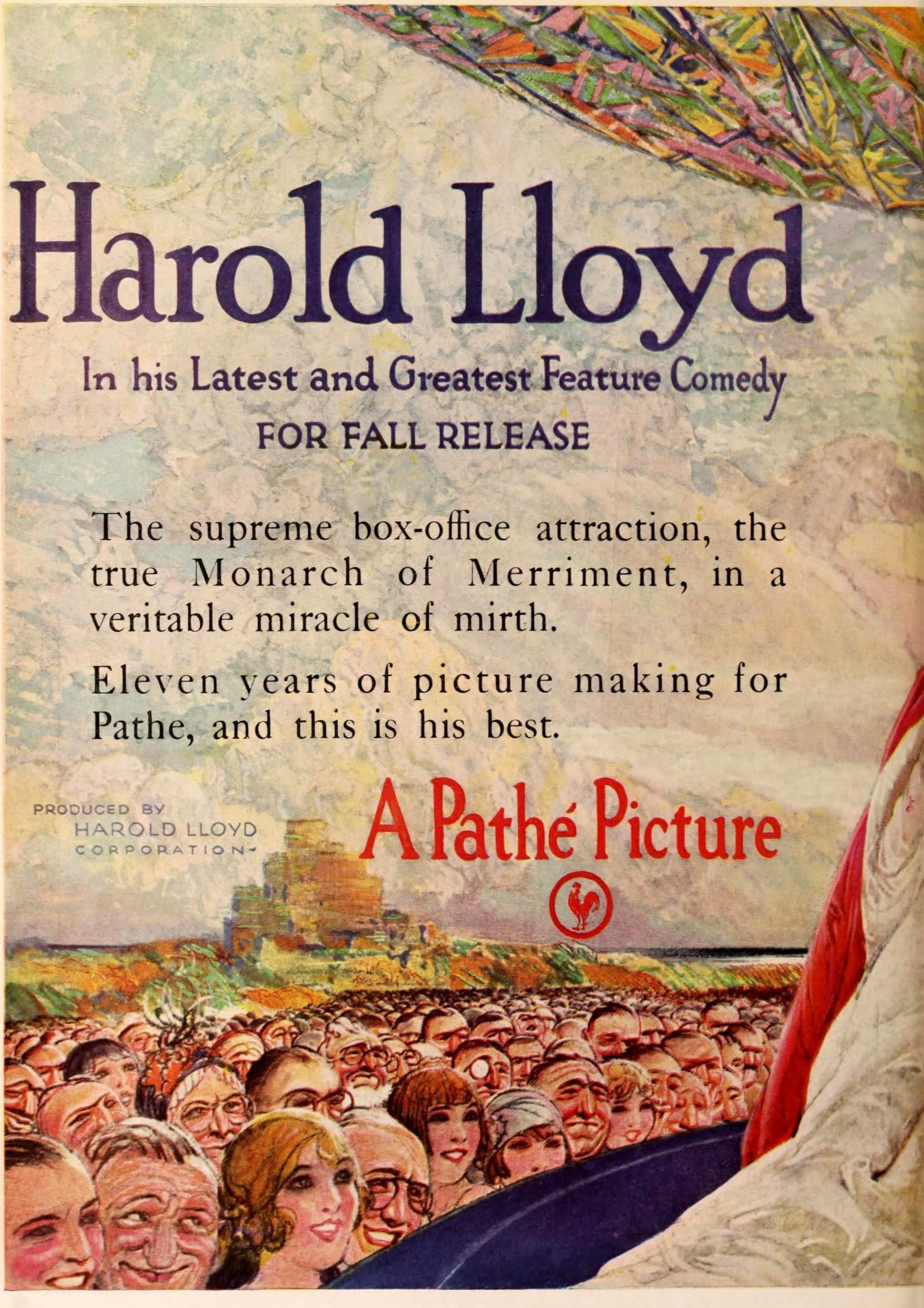
It means a meeting of ideals.

Harold Lloyd stands today as the leading individual exponent of clean, wholesome screen comedy. Not a picture of his career that cannot be seen by young and old, father, mother, sister, brother, without a blush.

If all the laughter that Harold Lloyd has started could have been gathered up and touched off in Europe in 1914, it would probably have prevented the World War.

LLOYD


HAROLD
THE ideals that Paramount has applied to the motion picture art in all its numerous productions for the entertainment of the world, Harold Lloyd has persistently cultivated in his field.
Harold Lloyd's productions are made by the Harold Lloyd Corporation. The public can rest assured that every production that his corporation makes will be as clean as the first snowfall.
Today Harold Lloyd is king of laughter, and Paramount is proud to pay this tribute to him and to have the privilege in a short time of releasing his productions to audiences of the World.
LLOYD


Harold Lloyd
In his Latest and Greatest Feature Comedy
FOR FALL RELEASE
The supreme box-office attraction, the true Monarch of Merriment, in a veritable miracle of mirth.
Eleven years of picture making for Pathe, and this is his best.
PRODUCED BY
HAROLD LLOYD
CORPORATION
A Pathé Picture


MICHELSON



Pathé Distributors

HAL ROACH

presents

HAROLD LLOYD

In the greatest comedies ever made

The exhibitor with a full stocking and a happy smile is the exhibitor who features **HAROLD LLOYD**

"The Greatest of the Year"

"You can promise something that has never been excelled in the line of film stunts in this and make good besides giving your patrons the greatest comedy of the year."

—MOVING PICTURE NEWS

"In a Class by Himself"

"Harold Lloyd is just as funny as C—— ever was. He's cleverer than C—— often is—is in a class by himself."

—MAE TINEE in THE CHICAGO TRIBUNE.

"Thanks for Lloyd Comedies"

"Thanks for the Harold Lloyd comedies. They make people laugh wholeheartedly, healthily—and most people enjoy laughing that way when they have a chance."

—Editorial in THE NEW YORK TIMES.

"Original and Masterly"

"The keynote of Harold Lloyd's comedies is original work executed in a masterly way."

—MOVING PICTURE WORLD

"Don't Pass It Up"

"The exhibitor who passes up this comedy deserves to be passed up by his audience."

—MOTION PICTURE NEWS.

"Lloyd is a Big Leaguer"

"Lloyd is a big league comedian, his company is big league and whoever dopes out the gags and does the directing is big league."

—WID'S DAILY.

HAROLD

in

Girl Shy

More thrills than "Safety Last"; more human interest than "Grandma's Boy"; more laughs than "Why Worry?" more of everything than any comedy ever made.



A Pathé Picture

LLOYD



HAROLD LLOYD

IN

"GIRL SHY"

CROWDS! CROWDS! CROWDS! AT NEW YORK'S STRAND

Marvellous and Overwhelming Testimony as to the Greatness of Lloyd and the Pulling Power of His Latest Picture

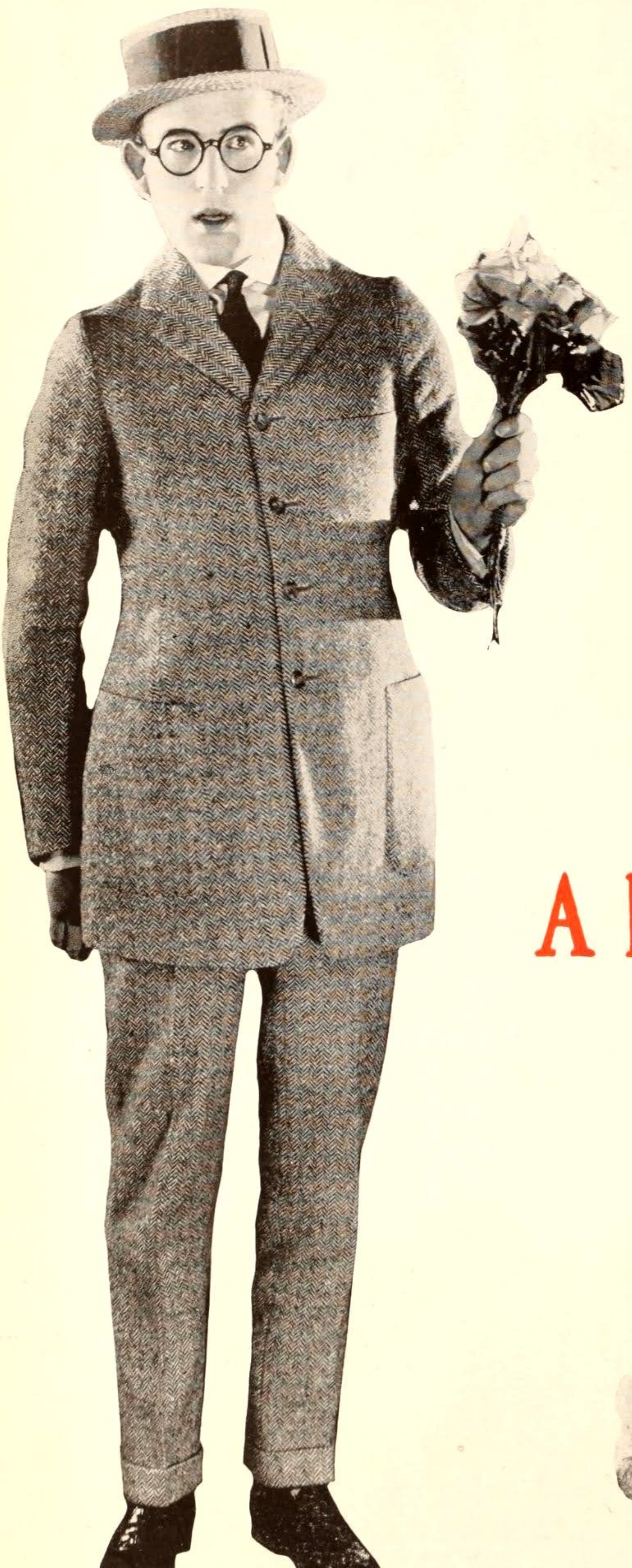
Long before the opening at 1.30 p. m. on Sunday, April 20, there was a constantly increasing line before New York's Strand.

At 10.45 p. m. there was still a line extending way around the corner. Throughout the showing people were standing ten deep inside. Thousands were turned away.

Lloyd is a capacity star, and "Girl Shy" is a capacity picture

Watch records go glimmering!

A Pathe Picture



Har

in

A Pathé Picture



old Lloyd

Girl Shy

Better than his best!

"Safety Last", where laugh followed thrill in quick succession; "Why Worry?", with a roar in every scene; "Grandma's Boy", with a heart tug a minute; "Dr. Jack" with its great record of success,—not one of them equalled this in thrill, laughs and emotional appeal.

Foot for foot it gives more entertainment for everyone than any picture ever made!



HAROLD LLOYD

IN

GIRL SHY

THE BIGGEST BUSINESS GETTER OF THE YEAR!

Apollo, Indianapolis: "Ran for three weeks. Broke all records."

Liberty, Seattle: "Business increased each day over preceding day. Picture held over for third week."

Stanley, Philadelphia: "Lloyd picture a riot. Gave the house the best record in years."—Variety.

Lyric, Butler, Pa.: "Broke the record."

Orpheum, Chicago: "Did remarkably well the first week and looks good for eight weeks."—Variety.

Majestic, Portland, Ore.: "Fourth week of run; still playing big business."

Virginia, Wheeling: "Did more business than any picture playing here in over a year. Patrons declare it the best comedy they ever saw."—Chas. Feinler.

Liberty, New Kensington, Pa.: "Everybody raving about 'Girl Shy.' Business great. Turning them away."—S. Haimovitz.

Virginian, Charleston, W. Va.: "Despite steady downpour of rain we had the S. R. O. sign up this the third day of run. Look for capacity rest of week."—D. C. Shirella.

Also broke records at the Strand, N. Y.; Warfield, San Francisco; Turner & Dahnken, Oakland; Godard's, Sacramento; California, Berkeley; Liberty, San Jose; Howard, Atlanta; Victory, Tampa; Fairfax, Miami; Plaza, St. Petersburg, Fla.; Empire, Montgomery, Ala.; Capitol, Altoona, Pa.; Missouri, St. Louis; Carolina, Pinehurst, N. C.; Columbia, Erie, Pa.; Imperial, Columbia, S. C., and hundreds of others.

Absolutely Unrivalled As A Box Office Attraction

A PATHE PICTURE

Harold Lloyd

THE MORNING TELEGRAPH

TIMELY REFLECTIONS FROM THE

THE MARK STRAND BOX-OFFICE RECORDS SMASHED BY HAROLD LLOYD IN "HOT WATER"

High Mark Achieved by Charlie Chaplin in "The Kid" Crashes Under Onslaught of Sunday's Crowds—All Broadway Records Broken. Plunkett Will Start Show at 11.45 A. M. Beginning To-day—Graumann's Metropolitan Theatre, Los Angeles, Also Loses Records on Grosses on This Comedy, the Only Picture Graumann Has Held for a Second Week.

By SAM COMLY.

The New York Mark Strand box office records, covering a period of ten years, fell last Sunday under the onslaught of "fans" struggling to get a glimpse of Harold Lloyd in his newest Pathe feature comedy, "Hot Water." Lloyd broke his own records, which ranked high in the archives of the Broadway Mark Strand, but the record that has held top position in the Strand's list for approximately three years was that scored by Charlie Chaplin in "The Kid."

Joseph Plunkett, managing director of the Strand, scented disaster for the Chaplin record when he booked "Hot Water."

The theatre staff was prepared for the "emergency" that developed shortly before 12.45 o'clock Sunday afternoon, when the first show got under way as per the usual schedule of performances. The theatre was "packed" for the opening show, and the spacious lobby was thronged, as only a limited number may stand in the back of the theatre and but a limited number may stand upstairs while waiting for seats in the balcony. Other crowds waited outside the theatre awaiting the reopening of the ticket booth windows.

Throughout the afternoon Sunday and through the night the crush was unabated. James J. McCormack, the house manager, had his staff working in its usually quiet, effective manner from the first onrush. At the close of business on Sunday night the treasurer's tally indicated that Charlie Chaplin's record had gone down, and that despite the fact that when "The Kid" opened Mr. Plunkett scheduled an earlier start, getting his first show under way at 11.45 o'clock on Sunday morning.

Yesterday's throngs remained well up to the high record of Sunday, and when Mr Plunkett was seen by a representative of The Morning Telegraph in a breathing spell between shows last evening, the managing director said:

"I find it is absolutely necessary to start my program earlier, and to-morrow we will be under way with a performance scheduled for 11.45 A. M. We found a big crowd waiting outside the theatre to-day for the opening show, and we will do everything in our power to accommodate every patron. For the remainder of this booking we will start an hour earlier than is our usual custom."

In addition to "Hot Water" breaking the Mark Strand's record for attendance on the opening Sunday, it is also stated that the day's receipts broke all Broadway records.

The Harold Lloyd "fans" laughed their way through every inch of the four thousand, eight hundred and ninety-nine feet of "Hot Water" and thoroughly enjoyed the exceptionally attractive surrounding program arranged by Mr. Plunkett

Harold Lloyd's latest Pathe feature comedy, "Hot Water," has the distinction of being the first picture that has ever played the Metropolitan Theatre in Los Angeles for two weeks with a gross business that eclipses anything in the past at that playhouse.

The New York office of Pathe is in receipt of a telegram from Los Angeles stating:

"At the conclusion of first week's engagement Harold Lloyd's 'Hot Water' at Grauman's, Metropolitan Theatre here every record has been broken and picture brought largest gross and played to the greatest number of people in the history of this house. Second week starting just as big as first. Only picture ever held over two weeks in Grauman's Metropolitan."

WILL H. HAYS

Wanda Hawley Signed For "On the S...

Paramount Pep Club To Hold ...

Records smashed in New York, Detroit, Minneapolis, St. Paul, Oklahoma City, Los Angeles, San Francisco *and* Chicago!

A 100% sweep so far

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

KMA442 48 NL

OKLAHOMACITY OKLA 3

HARRY SCOTT

FEATURE SALES MANAGER PATHE EXCHANGE INC 35 WEST 45TH ST NEWYORKCITY NY

HOT WATER CRITERION THEATRE OKLACITY PLAYING TO FORTY SIX HUNDRED AND SIXTY ONE PAID ADMISSIONS SUNDAY NOVEMBER SECOND NOT ONLY BROKE HOUSE ATTENDANCE RECORD BUT ESTABLISHED NEW RECORD FOR GROSS RECEIPTS AS WELL STOP PRESS AND PUBLIC UNANIMOUS IN ACCLAIMING IT EQUAL EVERY STANDPOINT PREVIOUS LLOYD SUCCESSES REGARDS

PATHE EPPERSON

in Hot Water

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

NA408 22

CG MINNEAPOLIS MINN 3 123P

HARRY SCOTT

CARE PATHE EXCHANGE 35 WEST 45 ST NEWYORK NY

LLOYD IN HOT WATER SURPASSED ALL PREVIOUS LLOYD PICTURES AT BOX OFFICE IN BOTH MINNEAPOLIS AND STPAUL THOUGHT THIS WOULD INTEREST YOU

M L FINKELSTEIN

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

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DETROIT MICH 27

HARRY SCOTT

FEATURE SALES MGR PATHE EXCHANGE INC 35 WEST 45 ST NEWYORK NY

HOT WATER HAROLD LLOYDS GREATEST COMEDY PLAYED TO MORE PEOPLE IN ADAMS THEATRE HERE LAST WEEK THAN ANY WEEK OF ANY OF HIS FORMER PICTURES STOP AUDIENCE SHRIEKED WITH LAUGHTER ENTIRELY THROUGH PICTURE OF EACH PERFORMANCE

HANSON LIEBMANN

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

G74F WF 19 NITE

SANFRANCISCO CALIF OCT 27 1924

PATHE EXCHANGE INC

35 WEST 45 ST NEWYORK NY

HOT WATER IMPERIAL BROKE EVERY EXISTING RECORD FRIDAY SATURDAY AND SUNDAY DAYS INDIVIDUALLY AND COLLECTIVELY MONEY AND ATTENDANCE REGARDS

KOFELDT

1037P

PRODUCED BY
HAROLD LLOYD
CORPORATION

A Pathé Picture

PICTURES

20 VARIETY

"HOT WATER" TAKES LOS ANGELES RECORD; $41,800 AT METROPOLITAN

Lloyd Picture Betters All Previous Figures for City Without Extra Performances—Other Houses 20 to 45 Per Cent. Below Totals of Same Period of a Year Ago

Los Angeles, Oct. 21.

It seemed as though business last week centered in one spot—the Metropolitan. Starting off with a record-breaking Saturday and playing to $8,526 and to $8,936 on Sunday, all existing records set by Julian Eltinge several weeks ago, when the house rolled up a $40,000 gross, were broken by the latest Harold Lloyd picture, "In Hot Water." No extra shows were given nor was the program shortened to handle the mobs. Monday the picture settled down to a little over a $5,000 a day pace.

The exploitation and advertising campaign which the Metropolitan used for this Lloyd picture was the best ever heard of here for any picture. The Metropolitan publicity department, considered a crackerjack organization, worked on all 12 cylinders and did not miss a trick.

Managing Director Kaufman and his crew did the feat of breaking the record without outside aid in exploitation, usually done by the studio men for pictures of this sort. The gross which the picture rolled up is the record for Los Angeles, and warrants the Metropolitan in holding this picture for a second week, which is also establishing a precedent for this house, as in the past, regardless of the business, a picture has been held here only for one week.

Others Not So Good

The balance of the picture houses did not fare so well. All seemed to get a fair Saturday and Sunday start, but from Monday on the returns sagged considerably, with the gross, compared to the same period for last year, in all falling from 20 to 45 per cent. The Egyptian, with "The Thief of Bagdad," in its 15th week, and Loew's, with "Wine of Youth" as the screen attraction and a feeble Fanchon and Marco presentation on the stage ran neck and neck for second.

"Feet of Clay" at the Million Dollar drew its last breath Sunday night after playing to fair returns. "Abraham Lincoln" just could not hit it at the Criterion, and will be withdrawn at the end of next week. Another picture of this type, "Barbar Frietchie," at Miller's last week after a similar length of time at the California, suffered the same fate. Thomas H. Ince spent $10,000 besides the house allotment to get this one over during the two weeks at these houses, but found his efforts futile.

"Cornered," in for a week at the California, did around the average business.

Estimates for Last Week

California — "Cornered" (Warner Bros.) (2,000; 25-85). Did Fairly well opening days, but skidded beginning Monday. $9,000.

Million Dollar — "Feet of Clay" (Paramount) (2,200; 25-85). Lasted as long as could reasonably be expected and finished run. $9,900.

Metropolitan—"In Hot Water" (Pathe) (3,700; 25-65). Got off to flying start by crashing daily receipt records. Kept up pace throughout first week here by reaching high mark and house record of $41,800.

Egyptian — "Thief of Bagdad" (Douglas Fairbanks) (1,800; 50-$1.65). Celebration of second anniversary ... from floppin- ... in kee-

WASH. NOT BRO-
'NAVIGA-
Car

HAROLD LLOYD

in

Hot Water

Records broken at the Strand, New York; Adams, Detroit; Orpheum, Chicago;

and read what Variety says of the engagement at the

Metropolitan, Los Angeles

A 100% Record So Far.

Just Watch All Records Fall!

Produced by Harold Lloyd Corporation

A PATHÉ PICTURE



Harold Lloyd

in "Hot Water"

Some of the first runs already contracted for

Los Angeles, Metropolitan
San Francisco, Imperial
Minneapolis, Strand
St. Paul, Astor
Duluth, Garrick
Milwaukee, Garden
Chicago, Orpheum
Des Moines, Des Moines

Omaha, Sun
Kansas City, Mo., Royal
St. Louis, Grand Central
Oklahoma City, Criterion
Dallas, Old Mill
Ft. Worth, Palace
San Antonio, Empire
Houston, Queen
Memphis, Palace

Little Rock, Capitol
Atlanta, Howard
Birmingham, Strand
Savannah, Lucas
Jacksonville, Arcade
Chattanooga, Tivoli
Knoxville, Riviera
Detroit, Adams
Indianapolis, Apollo

Cincinnati, Walnut
Dayton, Strand
Columbus, Southern
Louisville, Mary Anderson
Buffalo, Hippodrome
Rochester, Eastman
New York, Strand
Toledo, Temple
Charlotte, Imperial

Watch the records fall!

Produced by Harold Lloyd Corporation

A Pathé Picture

Harold Lloyd
in Hot Water

An uninterrupted record of tremendous success!

POSTAL TELEGRAPH — COMMERCIAL CABLES
TELEGRAM

1924 DEC 16 AM 2 20

CHC73 53 RUSH

SEATTLE WASH 15

HARRY SCOTT

FEATURE SALES MGR 35 WEST 45 ST PATHE EXCHANGE INC NEWYORK NY

LINES ALL DAY SATURDAY AND SUNDAY OPENING DAY OF HAROLD LLOYD IN HOT WATER LIBERTY THEATRE GROWS EACH DAY BETTER BY ONE THOUSAND DOLLARS THAN CORRESPONDING DAYS OF GIRL SHY STOE LOOKS AS THO HOT WATER IS BEST LLOYD AUDIENCE PICTURE TO DATE AND RESULTS INDICATE BIGGEST OF LLOYDS ENGAGEMENTS AT THIS THEATRE

PAUL G LYNCH

WESTERN UNION TELEGRAM

RECEIVED AT

DB325 39 NL

DALLAS TEX 7

HARRY SCOTT

FEATURE SALES MANAGER PATHE EXCHANGE INC 35 WEST 45 ST NEWYORK NY

HOT WATER BROKE ALL RECORDS FOR OLD MILL FIRST WEEK AT DALLAS

COUGHLIN

WESTERN UNION TELEGRAM

RECEIVED AT 1924 DEC 7 PM 6 35

RHB 132 26-3 EXTRA NL

ROCHESTER NY 7

BASIL BRADY

PATHE EXCHANGE INC 505 PEARL St BUFFALO NY

HOT WATER BESIDES OPENING TO THE BIGGEST SUNDAY CLOSED YESTERDAY WITH ANOTHER HIGH RECORD FOR THE BIGGEST SATURDAY IN EASTMAN THEATRE HISTORY CONGRATULATIONS

THE EASTMAN THEATRE ERIC T. CLARKE

POSTAL TELEGRAPH — COMMERCIAL CABLES
TELEGRAM

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BUFFALO NY DEC 7 1924

HARRY SCOTT

FEATURE SALES MGR PATHE EXCHANGE INC 35 WEST FORTY FIFTH ST NEW YORK N Y

HOT WATER BREAK RECORD AT SHEAS HIPPODROME GROSSING ALMOST ONE THOUSAND DOLLARS MORE THAN GIRL SHY WHICH HELD THE RECORD FOR SUNDAYS RECEIPTS

PATHE BRADY

Produced by Harold Lloyd Corporation

PRODUCED BY
HAROLD LLOYD CORPORATION

A Pathé Picture

Paramount Pictures



HAROLD LLOYD

Coming!

The greatest business-getter
the business has ever had in
the greatest business-getter
yet produced—

!



HA
LL

in **The Fr**

His Greatest Triumph

PRODUCED BY HAROLD LLOYD CORPORATION

A tribute to a triumph

NOT long since Pathe publicly voiced appreciation for the splendid and most unusual spirit displayed by the Harold Lloyd Corporation in spending upon "THE FRESHMAN," their last picture under the Pathe contract, a sum far exceeding their contractual obligation.

Now Pathe desires, in all sincerity, to voice equal appreciation of the fact that this picture, representing a cost far beyond the producer's obligation, represents also a supreme effort in feature comedy making, a really monumental achievement in mirth-creation.

Pathe congratulates Mr. Lloyd personally and the Harold Lloyd Corporation upon their greatest triumph,—"THE FRESHMAN."

Pathe assures exhibitors of its profound conviction that "THE FRESHMAN" is not only Mr. Lloyd's greatest picture, but also the greatest picture and the greatest business-getting picture this business has ever seen.

Pathe is proud to present this supreme testimonial of the friendship and intimate relations enjoyed for eleven years with Harold Lloyd.

Pathe' Exchange, Inc.

Take a long breath then read -----



Harold

The Freshman



And every word of it is the truth!

Lloyd *in*



A Pathé Picture

PRODUCED BY

Harold Lloyd Corp

"NONE OF HIS PAST CONTRIBUTIONS CAN BE COMPARED TO THIS ONE. Mr. Lloyd is certainly entitled to feel proud. One is never allowed to stop laughing until the end."
HARRISON'S REPORTS

"A wow! . . Chock-a-block with laughter. . . . Crammed with gags. **THE FINEST THING LLOYD HAS DONE."**
TRADE REVIEW

"The biggest Lloyd has had. **IT IS A CINCH AT THE PICTURE BOX OFFICE."**
VARIETY

"A great box-office bet—a combination of laughs and thrills that will move any audience to cheer and cry with it. **SURE-FIRE IF A PICTURE EVER WAS."**
MORNING TELEGRAPH

"Even the most frozen-faced patro will find himself rocking with laughte **THIS IS HIS VERY BEST PRO DUCTION."**
M. P. WORL

"Tops Lloyd's previous best for re laughs and pathos. Sets a new stanc ard for well placed gags beautifull timed to collect 100% guffaws. A co lege comedy classic. **BEAT YOU COMPETITOR TO IT IF YOU CA** You can bank on it to do capaci business."
FILM DAIL

"I THINK IT IS THE BEST PICTUR HE EVER MADE."
EXHIBITORS HERAL

"Lloyd's funniest picture. A sure-fi knockout. **WILL MAKE A WOOD EN INDIAN LAUGH."**
M. P. NEW

They call it his best
It is his best





If one man calls a picture "greatest and best," you may or may not believe it.

But when TEN skilled critics tell you that, you've got to believe it.

A big audience of exhibitors and critics, at a private showing—which is the toughest possible test of a picture, *shrieked, yelled, howled, roared, and mopped their eyes.*

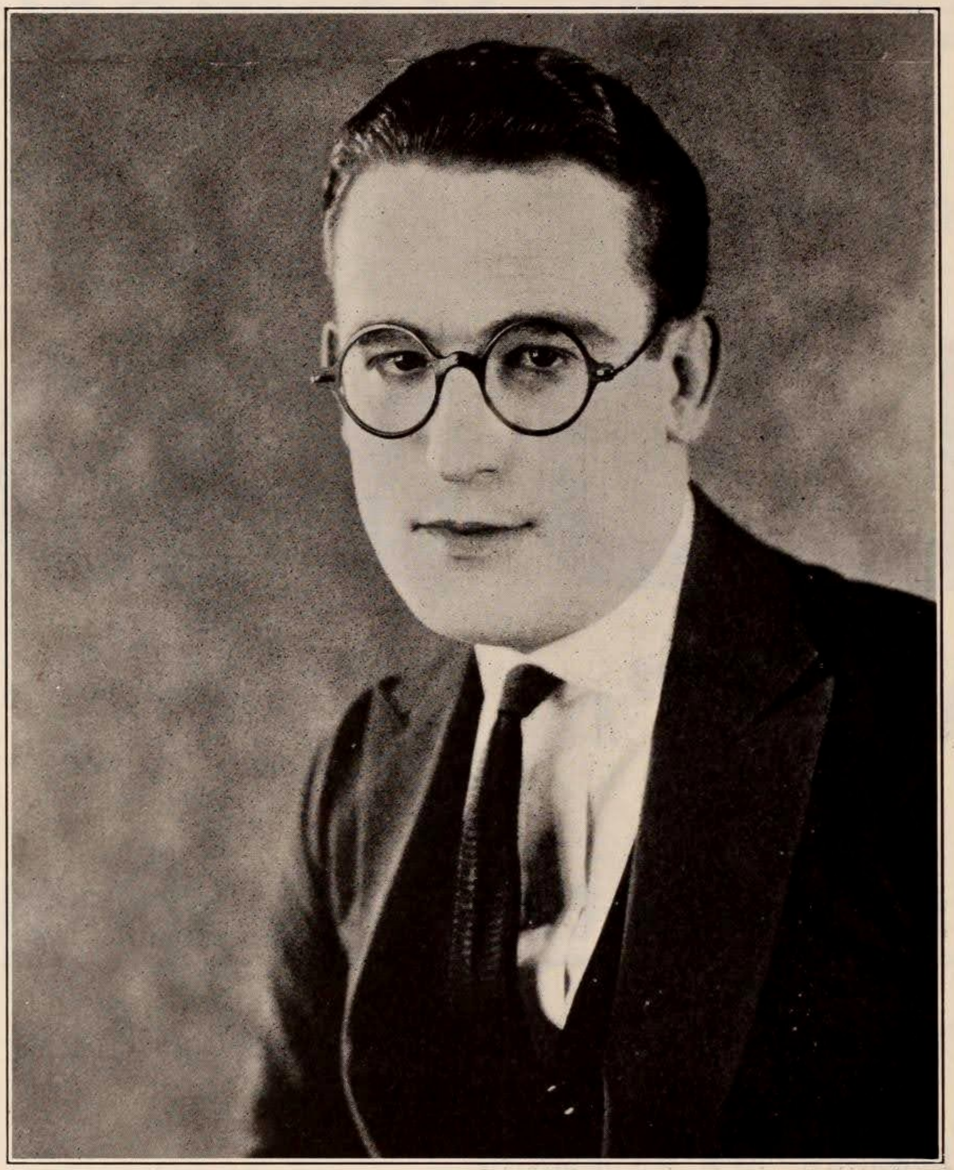
It's the brightest twinkle from the Screen's Biggest Star!



A Pathé Picture

PRODUCED BY

Harold Lloyd Corp.



To the entire motion picture industry, Harold Lloyd extends
a most cordial wish for a merry Christmas and
a happy, prosperous New Year.

"THE FRESHMAN" WINS!
—WITH 94%

HIGHEST

BOX OFFICE REPORTS ON ALL FEAT
MOTION PICTURE NEWS

HAROLD

in "THE FR

Exhibitors, not Reviewers,

—AND BY FURTHER COMPARISON, A WID

"COMES NOW THE REPORT THAT THE BOX
LIC OF THE CAMPUS AND THE FOOTBALL
THOSE OF . . . . . , IN . . . . . . , IN VARIOUS

THE HONOR IS GREAT . . . .

PRODUCED BY HAROLD LLOYD CORP.

BOOKING NOW AT ALL PATHE

RATING OF ALL

URES OF THE YEAR, ACCORDING TO
CHECKUP, AWARDED TO —

LLOYD

ESHMAN"

Furnished the Reports

ELY CIRCULATED NEW YORK DAILY SAYS:

OFFICE RECEIPTS OF HAROLD LLOYD'S FRO-
FIELD, 'THE FRESHMAN,' ARE EXCEEDING
SECTIONS OF THE COUNTRY."

. . . . IT IS DESERVED

A PATHE PICTURE

EXCHANGE INC. BRANCHES

Harold

Harold Lloyd, we believe, would receive a decisive majority as the screen's most popular star, if a vote were taken among all the movie goers of the nation.

Theatre for theatre, city for city, Harold Lloyd will outdraw any other attraction. The records prove it.

Each of Lloyd's last three pictures is *proven* to be big, by business done.

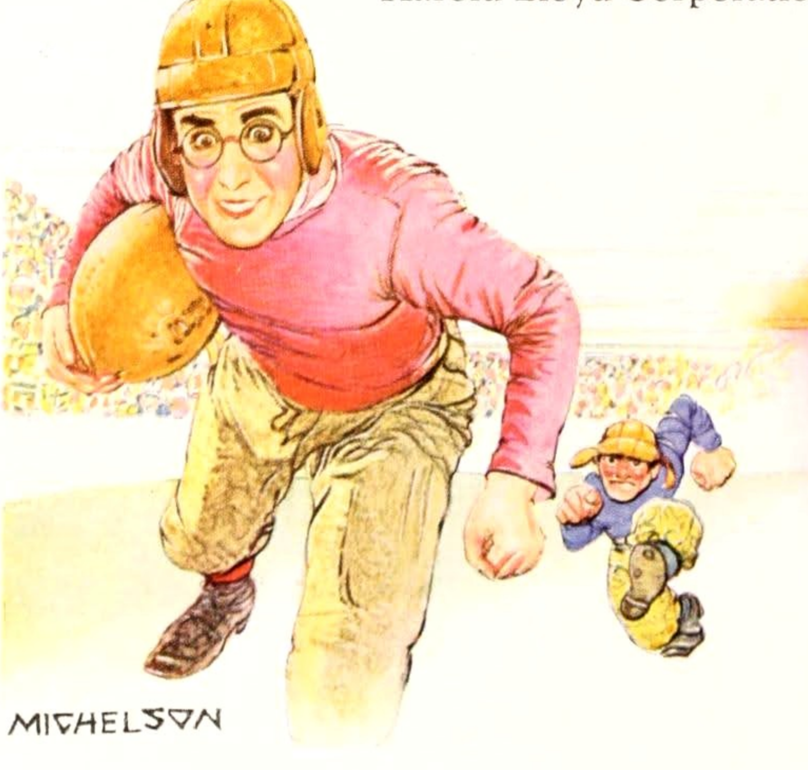
THE FRESHMAN

Has broken more records for business per week, and length of run, than any picture made. An absolute box-office triumph. One of the great pictures of all time.

HOT WATER

Until "The Freshman" was released, this was considered the greatest comedy ever produced. *Today* you can get more business with it than 98% of all the pictures you can play.

Produced by
Harold Lloyd Corporation





Lloyd

GIRL SHY

The third of the Lloyd trio of triumphs. The laughing romance of a bashful man. It is a new picture to your audiences if you haven't played it. A phenomenal business getter.



A Pathé Picture

it's hot they want comedy why fool around with the little fellows when you can get

Harold Lloyd

IN

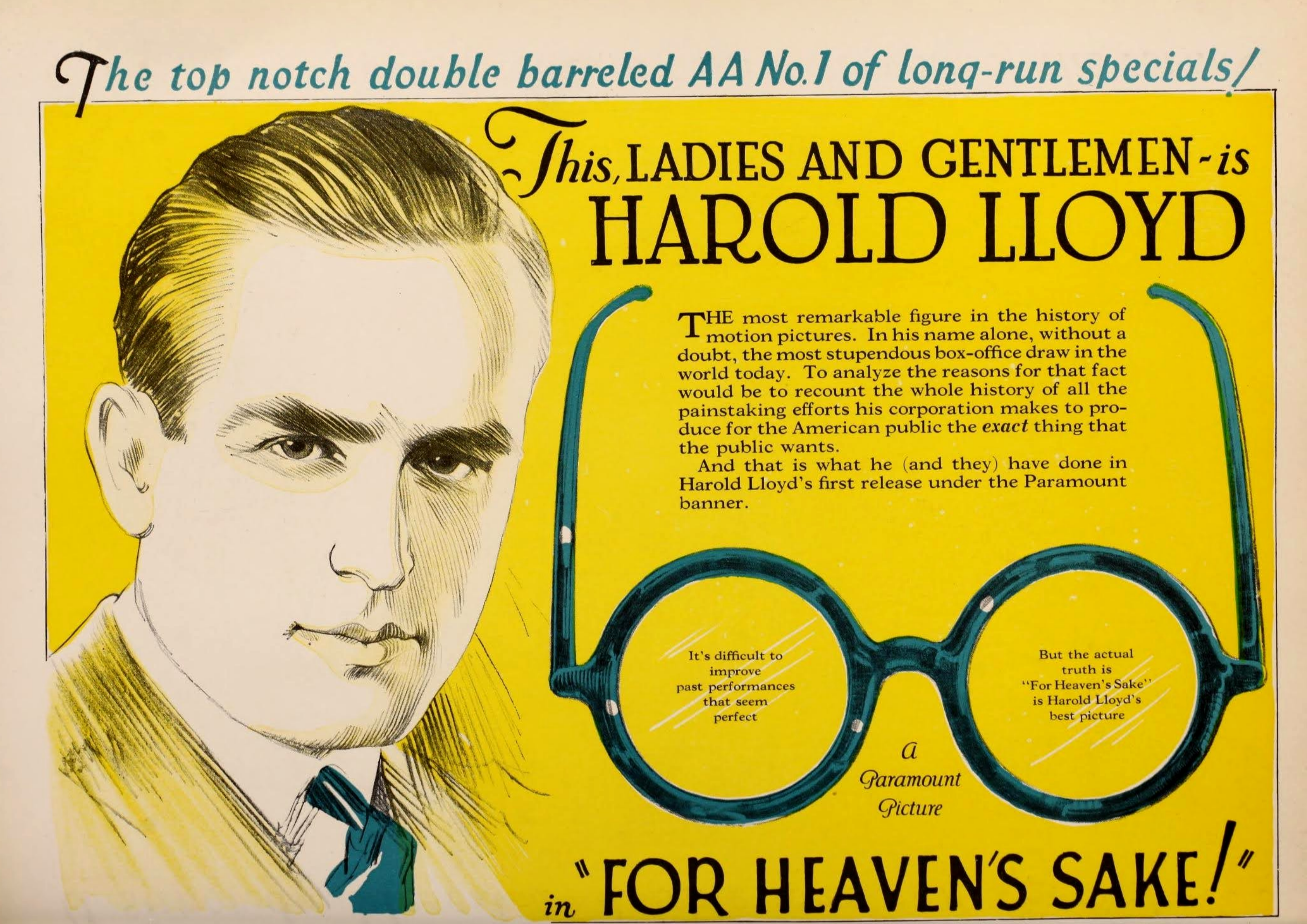
"FOR HEAVEN'S SAKE"

Directed by SAM TAYLOR

Produced by Harold Lloyd Corporation

A Paramount Release

the latest and greatest clean up from *THE KING OF THEM ALL!*


The top notch double barreled AA No. 1 of long-run specials!
This, LADIES AND GENTLEMEN - is
HAROLD LLOYD
THE most remarkable figure in the history of motion pictures. In his name alone, without a doubt, the most stupendous box-office draw in the world today. To analyze the reasons for that fact would be to recount the whole history of all the painstaking efforts his corporation makes to produce for the American public the *exact* thing that the public wants.
And that is what he (and they) have done in Harold Lloyd's first release under the Paramount banner.
It's difficult to improve past performances that seem perfect
But the actual truth is "For Heaven's Sake" is Harold Lloyd's best picture
A Paramount Picture
in "FOR HEAVEN'S SAKE!"

HAROLD



LLOYD

in

"FOR HEAVEN'S SAKE!"



ADD up all of the great comedian's past successes and multiply by two and you'll still be short of the net result of this, the greatest Harold Lloyd production ever made, the story of Harold on the Bowery working with and double-crossing a gang of crooks for the sake of the Mission and the girl who runs it.



Paramount takes pride in presenting to exhibitors this latest and greatest product of the Harold Lloyd Corporation in the sure belief that it will outdraw in public interest and box-office receipts any of the many former great achievements of this great star.









Get aboard for the BIG money with HAROLD LLOYD in "For Heaven's Sake"

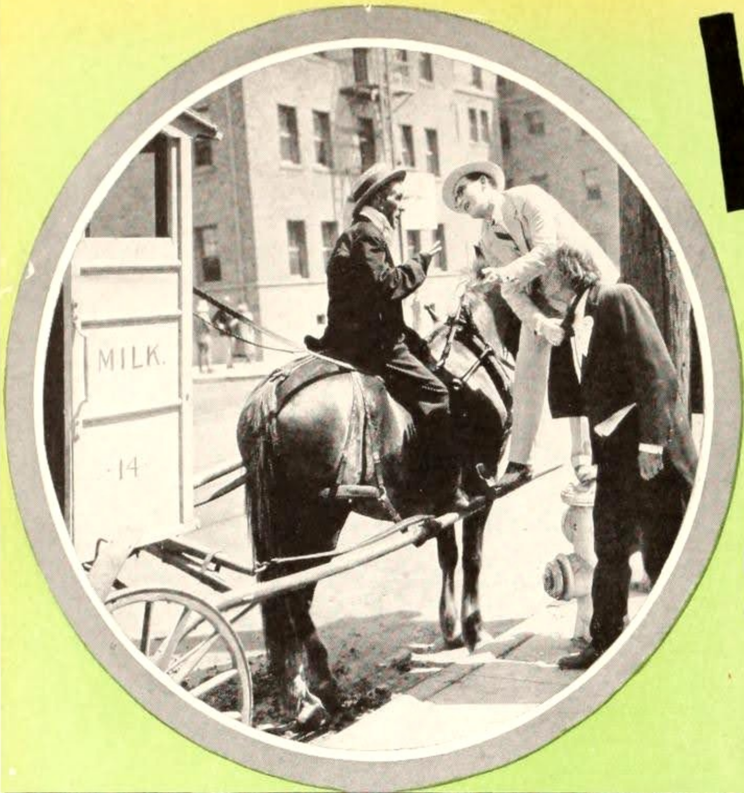
PRODUCED BY
HAROLD LLOYD
CORPORATION

DIRECTED BY
SAM TAYLOR

A
PARAMOUNT
RELEASE

The BIG NEWS!





HARO LD in "For

DIRECTED BY SAM TAYLOR
Produced by
HAROLD LLOYD CORPORATION
A PARAMOUNT RELEASE



HAROLD LLOYD'S new comedy hit is here. And what a hit this star of stars has delivered as his first Paramount release!

Every Paramount exchange reports record bookings. Every one who has seen the picture reports record laughs. And every theatre that plays it will reap record profits!





LLOYD

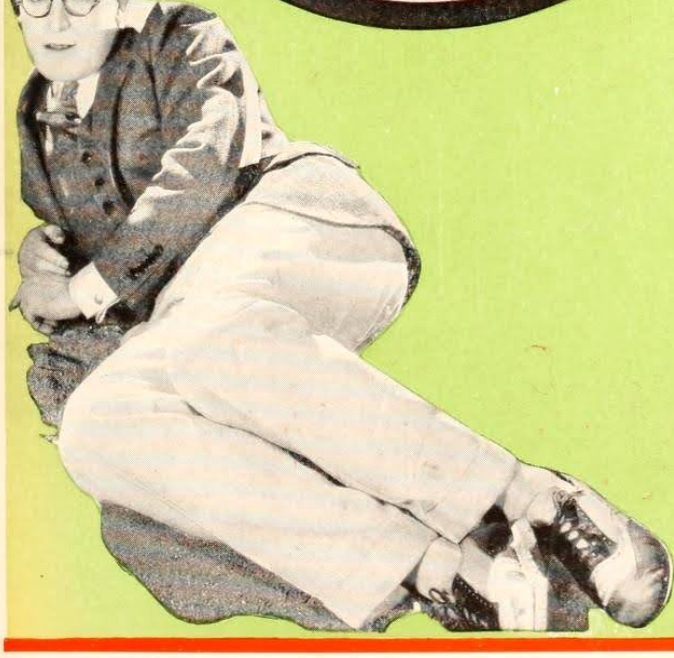
"For Heaven's Sake!"

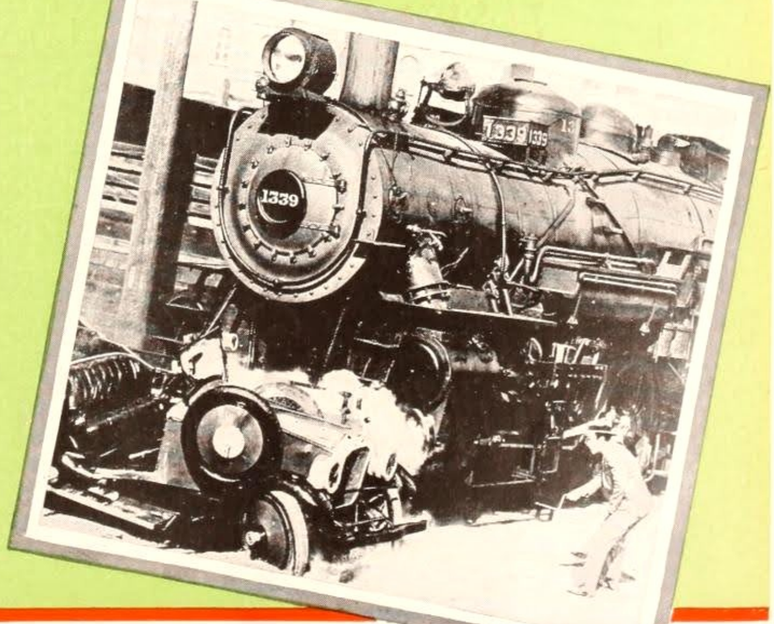


PARAMOUNT has everything set for your campaign. See the elaborate 28-page Press Book and note the line of high-quality paper and the quantity of special ad sales material and money-getting exploitation stunts.

If you haven't booked Harold Lloyd's champion comedy, For Heaven's Sake get busy!








HAROLD
LLOYD
IN
"For Heaven's
Sake"
DIRECTED BY - SAM TAYLOR
PRODUCED BY
HAROLD LLOYD CORPORATION
A Paramount Release
Get set for
your bigges
HAROL
LLOY
clean-up!


"FOR HEAVEN'S SAKE"!
Rialto, N. Y.
"For Heaven's Sake" got $88,000 in two weeks! Wrecking all records!
Rialto, N. Y.
3rd week. 10,000 paid admissions a day — house seats only 1800!
Royal Theatre, Kansas City, Mo.
Did $15,000 on week, bettering "Freshman." House seats only 920.
Milwaukee, Wis.
Wire says, "Tremendous success. Running ahead of 'Freshman.'"
WIRE
WIRE
WIRE
WIRE
WIRE
WIRE


Yes!
MORE
RECORD-
SMASHING
HI$ MIRTH MEAN$ MILLION$
HAROLD LLOYD
PRODUCED BY THE HAROLD LLOYD CORPORATION

HAROLD





New Harold Lloyd Pictures Coming in 1926-27 Season!

PARAMOUNT will release the Harold Lloyd comedy productions made during the 1926-27 season.

The pictures will be produced by the Harold Lloyd Corporation – the same efficient organization that is responsible for "The Freshman", "For Heaven's Sake" and the other uniformly successful Lloyd productions.

The association of Harold Lloyd and Paramount is more than a commercial alliance. It is a meeting of ideals.

Harold Lloyd stands today as the foremost individual exponent in the world of good, clean, wholesome screen comedy. Not a picture of his career that cannot be seen by young and old, father, mother, sister, brother, without a blush.

Not a picture that has not measured up fully to the very high standards which Mr. Lloyd and his organization set for themselves and on which their reputations rest. Not a picture but what has delivered 100 per cent. and over at the box office and made a handsome profit for exhibitors.



LLOYD





The Greatest Box Office Attraction in the World.

ONE of the most remarkable figures on the screen is Harold Lloyd.

Through this star's comedy genius and the uncanny ability which he and his organization have developed by untiring effort of gauging exactly what the public wants, the name of Lloyd is today a more powerful magnet at theatres than practically any road show ever produced.

Lloyd not only attracts regular motion picture patrons 100 per cent; he brings out, in addition, the crowds that attend only the few outstanding classics of the cinema.

Exhibitors who have not played Lloyd do not know their real cash-intake possibilities! And especially is this true today when Harold Lloyd productions are being released by Paramount, the greatest distributing organization in the world; when the classics of the comedy king are being heralded to the world by Paramount's mighty forces of national advertising and publicity, working with the efficient Lloyd staff.

PRODUCED BY HAROLD LLOYD CORPORATION
A *Paramount* RELEASE





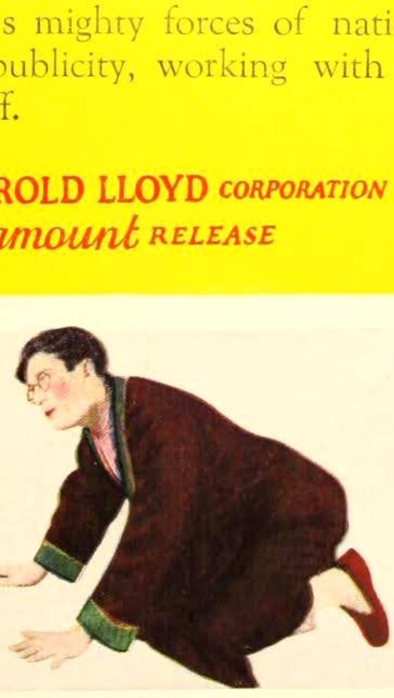














He rocks the world with laughter

EXHIBITORS and the public will hail with delight the news that at present two Harold Lloyd de luxe comedy pictures are being planned for production by the Harold Lloyd Corporation for release through Paramount during the 1926-7 season.

At present no details of stories or casts can be announced. It can positively be stated, however, that the new Lloyd productions will equal or surpass the high Lloyd standards that have prevailed in such box office successes as "For Heaven's Sake!", "The Freshman", "Grandma's Boy" and the other fixtures in the Lloyd Hall of Fame.

The same wholesomeness and rollicking humor, the same chipper zest and eager optimism, the same vein of clean sentiment and romance that has endeared Lloyd to the American public will distinguish his coming pictures as they have those of the past. Lloyd is a mighty box office attraction today—and he is still building! There seems no doubt but that in the 1926-7 season the great comedian will send more box office records tumbling than ever before!

HAROLD LLOYD



Still the Prize-Grinning Comedy!

HAROLD LLOYD

in **"The Kid Brother"**

Produced by Harold Lloyd Corp.
A Paramount Release



NOW is the time when you need a big, weather-proof comedy like HAROLD LLOYD in "THE KID BROTHER"! A comedy you can bank on to pack your theatre regardless of weather.

Tested in the biggest theatres in the country and proved up to the highest standards of past Lloyd successes.

Play a trump to kill the summer slump—HAROLD LLOYD in "THE KID BROTHER"!

A Big One Now When You Need It Most!


it's here!



in

"The Kid Brother"

PRODUCED BY THE
HAROLD LLOYD CORP.

A Paramount Release

Ready Now!

"The Kid Brother" is up to the highest Lloyd standards. That means more than all the superlatives in the world. It has all of the heart appeal of "Grandma's Boy", all of the glorious fun of "The Freshman." GOOD BYE, BOX OFFICE RECORDS!


Put this
in your
pipe
and
smoke
it

HAROLD LLOYD in "The Kid Brother" is the biggest clean-up in sight for 1927.

More money will be grossed with this great attraction in the next three months than any other two pictures combined!

HAROLD LLOYD was nearly a year making "The Kid Brother." He made sure it was exactly right. It's THERE a thousand per cent.

Book it NOW and reap peak-of-the-season receipts!

Produced by the Harold Lloyd Corporation. A Paramount Release


hit!



World's Record!

HAROLD LLOYD
in "The Kid Brother"

gets biggest receipts first week of any comedy ever released!

NEW YORK Standing in line a block long at the Rialto. Tremendous! Reviewers break all records for superlatives.

DETROIT S. R. O. every performance despite winter's worst blizzard.

DENVER Sensational success and the talk of the town.

PROVIDENCE Over $5,000 bigger than any previous Harold Lloyd release.

Produced by Harold Lloyd Corp.

CHICAGO Smashing business at McVickers and standees more every day.

BOOK IT FROM PARAMOUNT NOW!

PHILADELPHIA Phenomenal at the Stanton, with public word-of-mouth skyrocketing receipts!

SPRINGFIELD, MASS. $4,000 more first week than any other Lloyd comedy.

OSHKOSH "Kid Brother" K. O.'s every previous record for town, including "Freshman".

MANCHESTER, N.H. Beat all previous Lloyds by $2,000.

A Paramount Release



Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

"Play it like a ROAD SHOW; it's THERE at the box office!"

says a leading exhibitor in Exhibitors Herald—one of an avalanche of enthusiastic reports on

HAROLD LLOYD





6TH BIG WEEK AT THE RIALTO NEW YORK

in

"THE KID BROTHER"

Produced by Harold Lloyd Corporation

A Paramount Release

THEY ALL PROCLAIM IT LLOYD'S BEST!

Exhibitors

"We congratulate Paramount and the Lloyd Corporation on 'The Kid Brother.' Opened to packed house and audience went wild. This is certainly Lloyd's greatest."

Princess Theatre,
L. L. McMillin,
Winnebago, Minn.

"Congratulations on 'The Kid Brother.' Beyond a doubt the greatest Harold Lloyd picture ever produced."

Grand Theatre,
Everett L. Dilley,
Northfield, Minn.

Public

A. L. FARRINGTON
Official Court Reporter
Eleventh Judicial District
Duluth, Minn.

Mr. James B. Clinton,
Lyceum Theatre,
Duluth, Minn.

You are to be congratulated upon the showing of HAROLD LLOYD in "THE KID BROTHER."

I think the public owes the Lyceum management a card of thanks for the privilege of seeing such a genuinely good thing.

Sincerely yours,
A. L. FARRINGTON

Critics

"Perfect. Lloyd never made a funnier picture."

—N. Y. *Herald Tribune*

"Lloyd has rung the bell louder than ever. 'The Kid Brother' is his funniest picture."

—*Los Angeles Record*

"It will require a wonderful picture to keep 'The Kid Brother' from being the Big Laugh of 1927."

—*Chicago Herald Examiner*

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President



welcome to new york!

¶ Dear Harold: We're tickled to death you've come here to use the Big Town as the setting for the gay new comedy you're working on so hard. Coney Island, the ball parks, the East Side, colorful Broadway, swell Riverside Drive, are all set for your camera capers. Even to the ancient horse car you're going to cavort around with. ¶ Welcome, Harold, king of comedy, and the entire staff of the Harold Lloyd Corporation. Paramount and your great army of exhibitor friends and admirers eagerly await your new Big Ace coming in the New Era in Motion Pictures—

PARAMOUNT 100% PROGRAM


AT THE HEAD OF HIS CLASS
The World's Greatest Comedy Star!
MORE than a star—an institution. More than a mighty money-maker for exhibitors—an attraction that builds prestige for theatres for months and years. That's Harold Lloyd.
Elaborate plans are being made for his next picture, which will be up to the highest Lloyd standards. Await it with full confidence!
PRODUCED BY THE HAROLD LLOYD CORPORATION
A Paramount Release
HARRY ETCHELLS
HAROLD LLOYD

$1000 CASH!

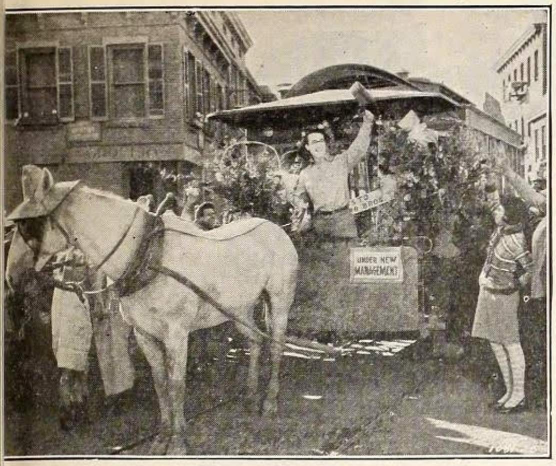
for best theatre advertising campaigns on



24 SHEET

exhibitors, theatre managers and theatre advertising and publicity men! . . . .

¶ How would you sell—advertising, publicity and exploitation—HAROLD LLOYD in "SPEEDY" to your public? The picture deserves the best campaign ever put behind a big special. Harold Lloyd and Paramount want to start you thinking about it at once. We will pay good cash money for suggested campaigns. Read the synopsis, look at the 24-sheet, play with the title. Prepare a comprehensive, practical campaign. ¶ Send it BEFORE DECEMBER 26TH to "SPEEDY", Harold Lloyd Corporation, 1501 Broadway, New York City.



New York horse car driver

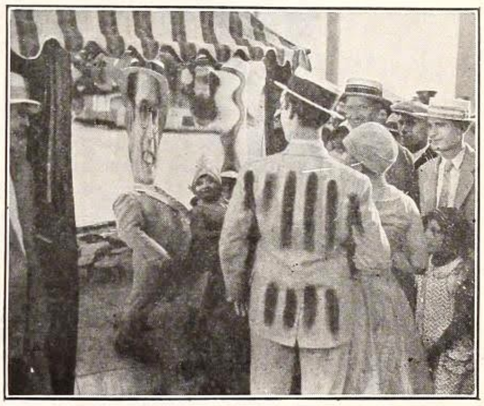
there's gold in them thar stills! *Study them!*



At Coney Island



Taxi Driver



Exploitation Stunt?

Buy your Christmas presents with your share of

$1000 CASH!

For best theatre campaigns on

HAROLD LLOYD in "SPEEDY"

Produced by Harold Lloyd Corp.

A Paramount Release

See Epes Winthrop Sargent's article in last week's "Moving Picture World"

Open to exhibitors, managers, advertising and publicity men

Best Campaign	$200
2nd Best	150
3rd Best	100
Next 11 Best	50 each

In case of tie, duplicate prizes will be awarded tying contestants

Be Brief!
Be Practical!
Be Showmanlike!

Send your campaign BEFORE DEC. 26th to "SPEEDY", Harold Lloyd Corp., 1501 B'way, New York City

$1000 CASH!

for best theatre advertising campaigns on



24 SHEET

exhibitors, theatre managers and theatre advertising and publicity men! . . . .

¶How would you sell—advertising, publicity and exploitation—HAROLD LLOYD in "SPEEDY" to your public? The picture deserves the best campaign ever put behind a big special. Harold Lloyd and Paramount want to start you thinking about it at once. We will pay good cash money for suggested campaigns. Read the synopsis, look at the 24-sheet, play with the title. Prepare a comprehensive, practical campaign. ¶Send it BEFORE DECEMBER 26TH to "SPEEDY", Harold Lloyd Corporation, 1501 Broadway, New York City.

winners of the $1000 "Speedy" Contest!



1st Prize, $200

H. E. Jameyson, Miller Theatre, Wichita, Kansas



2nd Prize, $150

C. Harrison, Palace Theatre, Cincinnati, Ohio



3rd Prize, $100

Clark Munson, Virginia Theatre, Champaign, Ill.

Next Best Campaigns, $50 each

Joe Meyer, Palace Theatre, Hamilton, Ohio

Oscar Doob, Kunsky Theatres Corp., Detroit, Mich.

H. F. Storin, Leroy Theatre, Pawtucket, R. I.

M. A. Malaney, Loew's Theatres, Cleveland, Ohio

Russell Moon, Paramount Theatre, New York City

G. J. Meredith, Saenger Theatres, New Orleans, La.

Harry E. Browne, New Stanford Theatre, Palo Alto, Cal.

H. E. Schlichter, Liggett Theatre, Madison, Kansas

E. F. Nutter, American Theatre, Rowlesburg, W. Va.

Roy L. Smart, Rivoli Theatre, Greenville, S. C.

Vernon Gray, Metropolitan Theatre, Boston, Mass.

Honorable Mention

(Awarded Special Consideration prize $10 each)

Henri Tussenbroek, Majestic Theatre, Hartford, Conn.
J. W. Creamer, Orpheum Theatre, Atchison, Kans.
Harold D. Barnes, Rialto Theatre, Burlington, Iowa
George F. Teckemeyer, State Theatre, E. Lansing, Mich.
Marsline K. Moore, Capitol Theatre, Oklahoma City, Okla.
Bob Kelley, Texas Theatre, San Antonio, Texas
J. R. Mendenhall, Pinney Theatre, Boise, Idaho
Geo. E. Planck, Publix Theatres Corp., New York City
David F. Perkins, Merrimack Sq. Theatre, Lowell, Mass.
A. Swanke, Majestic and Riceland Theatres, Stuttgart, Ark.
G. W. Carlson, Peoples-Savoy Theatres, Superior, Wis.
C. T. Perrin, Sterling Theatre, Greely, Colo.
Joel A. Levy, Wilmer and Vincent Theatres, Richmond, Va.
Alvin Hostler, Strand Theatre, Altoona, Pa.
Ernie Smithies, Capitol Theatre, Kingston, Ont.
W. F. Howell, Al-Dun Theatre, West Point, Ga.
E. M. RuLon, Rialto Theatre, Mechanicsville, Ia.
Wallace R. Allen, Penn Theatre, Pittsburg, Pa.
S. L. Stokes, R. and R. Theatres, Kingsville, Texas
James Frotheringham, Wellmont Theatre, Montclair, N. J.

Lloyd thanks all contestants!

¶ "I'm more than pleased at the nation-wide interest this 'Speedy' contest aroused", says Harold Lloyd. "I'm only sorry every one who sent in a campaign couldn't win a prize. ¶ I got a great kick out of reading over the campaigns. They're fine. We're putting the best ones in the press sheet on 'Speedy', so everybody can benefit. ¶ The first time a press sheet has actually been written by exhibitors! 'Speedy' is practically finished now. ¶ I never make predictions about my pictures—but we're all very happy over 'Speedy'!" . . . .




HAROLD
LLOYD
ONLY ONE
043-382
in
SPEEDY
PRODUCED BY
HAROLD LLOYD
CORPORATION
a Paramount Release



RECORDS SKY HIGH!

¶ "As in 1926, Harold Lloyd is still the leader of all stars of all companies." This from "Variety's" 1927 box-office check-up of stars. ¶ "SPEEDY" presents the box-office king in a new and novel characterization—a bewildered boy in the Big City, jumping from one laugh to another. ¶ Wait 'till you see it!

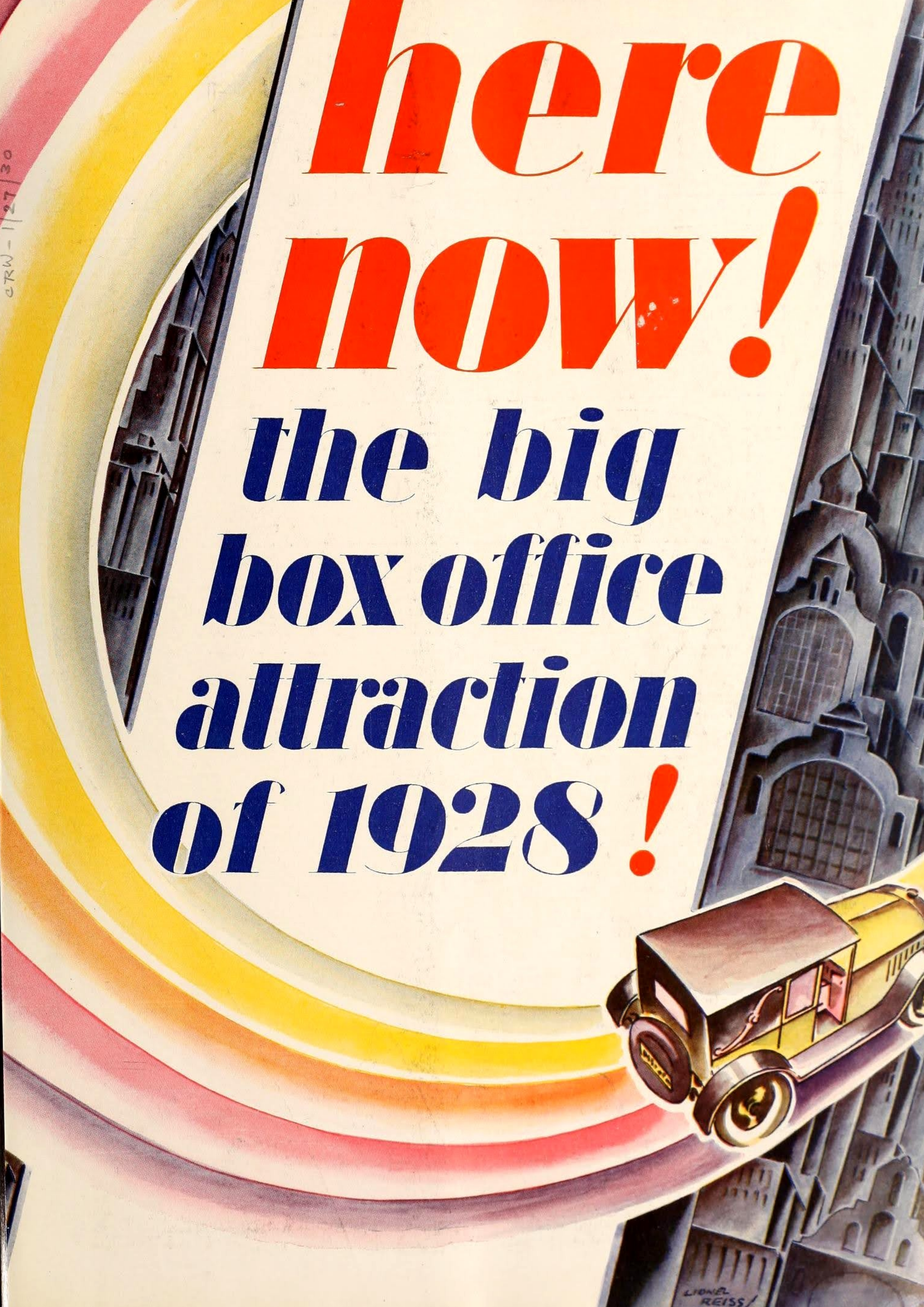
¶ With the best box-office bet of the year you get the best advertising and exploitation ideas of the year—the cream of hundreds of campaigns submitted in the $1,000 Prize Contest. They're as new and novel as "Speedy" itself! ¶ Get behind the picture with this material and write a new box-office record for 1928!



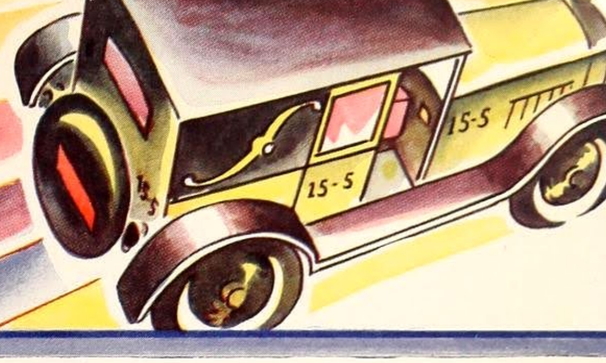
THE S. R. O.
GUARANTEE!



sold in advance to the public!


here
now!
the big
box office
attraction
of 1928!
LIONEL REISS


HAROLD

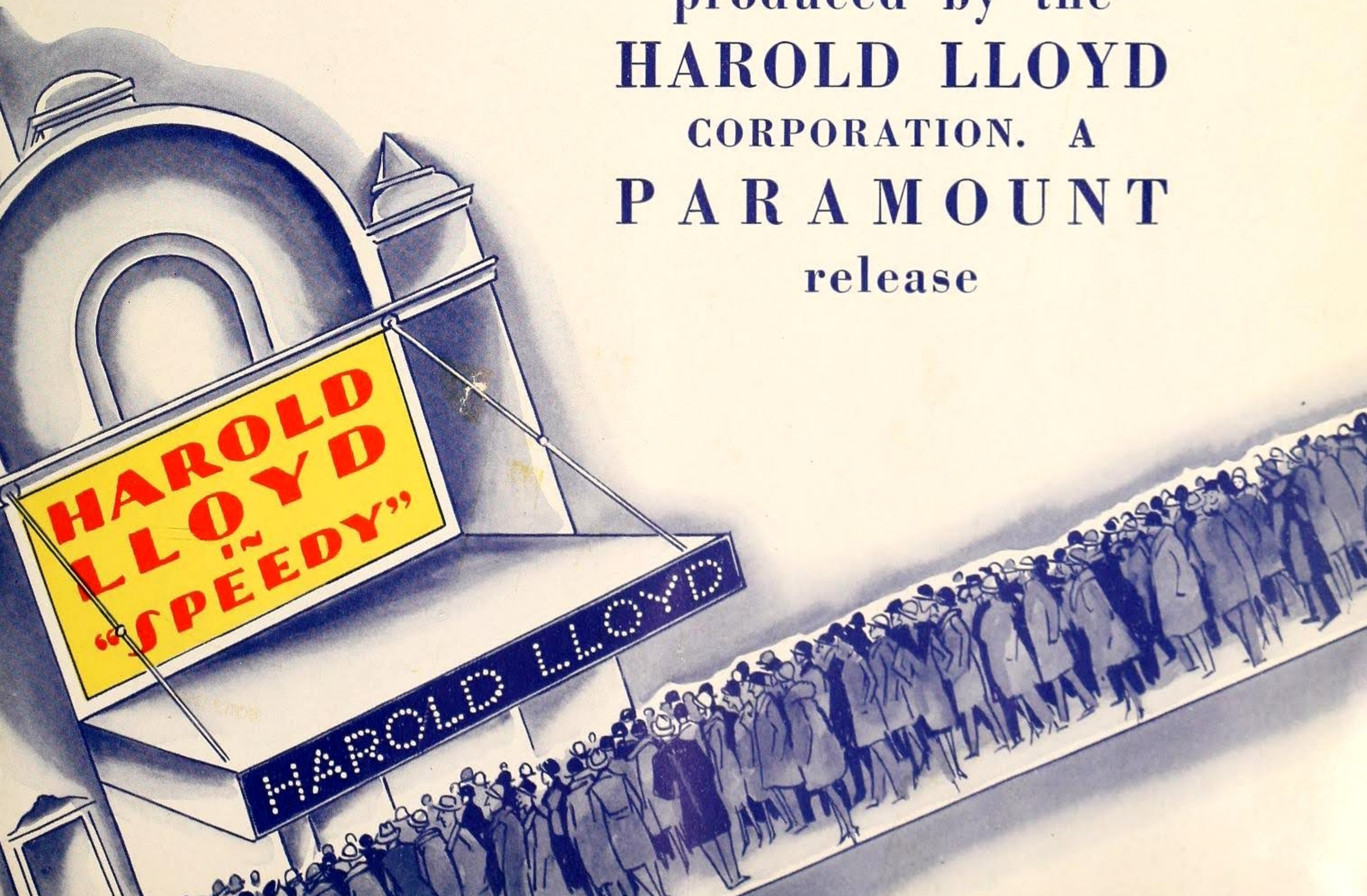


LLOYD

in

"SPEEDY"

produced by the
HARROLD LLOYD
CORPORATION. A
PARAMOUNT
release



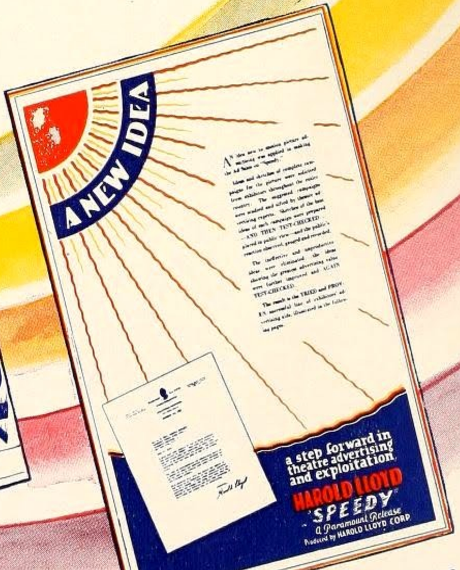
HAROLD LLOYD in his latest, "Speedy," is here. A year in the making. Produced without stint of time, expert skill and money, to meet the well-known perfection-standard of the Harold Lloyd Corporation.

MORE than a great comedy attraction. An international joy event! Fandom is excited, eagerly awaiting "Speedy." (Full pages in the Saturday Evening Post and other national magazines herald its coming.) Exhibitors are smiling happily. The whole aspect of the picture business assumes a rosier hue as Harold Lloyd speeds into view.

"THE greatest box-office draw in pictures," said Variety of Harold Lloyd after a painstaking check-up of the pulling power of all stars of all companies. "Speedy" shows you why. National release, April 7.



Special Advertising and ... Exploitation Aids



New! Press Book written by Exhibitors



HAROLD LLOYD

FOLLOWING "Speedy," now playing to packed houses everywhere, Harold Lloyd plans two big productions of his accustomed high standard during 1928-9. ¶ "Lloyd tops the stars of all companies in drawing power," says Variety after its annual check-up of all theatre records. A mighty tribute. And true. ¶ You never know your theatre's real dollar capacity until you play Harold Lloyd. ¶ Lloyd pictures are produced by the Harold Lloyd Corporation, and released by Paramount . . .

greatest gross ever rolled up in one week by one picture in history of show business!



HAROLD LLOYD

in "Speedy"

Produced by Harold Lloyd Corp. A Paramount Release

records go flooey!

RIVOLI, NEW YORK

"Speedy" opening breaks Saturday and Sunday house record!

ROOSEVELT, CHICAGO

"Speedy" opening tremendous. All reviews and comments great.

INDIANA, INDIANAPOLIS

65% of average *weekly* gross in first two days!

AMBASSADOR, ST. LOUIS

More than 50% of average *weekly* gross in first two days!

RIALTO, DENVER

First three days $500 more than average *weekly* gross despite temperature below freezing!

ARCADE, JACKSONVILLE

50% of average *weekly* gross in one day!

TAMPA, TAMPA

First day almost 50% of average *weekly* gross!

LYRIC, McKEESPORT

Opened to more than 30% over average Saturday business.

FENWAY, BOSTON

Business tremendous topping record held by "Kid Brother."



Special Newspaper Advertising offered by Paramount.

business is great!

¶ Clara Bow in "Red Hair" breaks every house record Olympia, New Haven, by more than a thousand dollars. ¶ "Legion of the Condemned" opening week McVicker's, Chicago, tremendous! ▲ ▲ ▲ ▲

sure, business is great— if you're playing PARAMOUNT!

"Old Ironsides," Beery & Hatton in "Partners in Crime," Esther Ralston in "Something Always Happens," Emil Jannings in "The Last Command," Adolphe Menjou in "A Night of Mystery," Pola Negri in "Three Sinners," weekly hits, regardless of the season! *Business is great!*

OLYMPIA, NEW HAVEN

"Speedy" opening tremendous and will unquestionably make a new record.

▲ ▲ ▲

MILLION DOLLAR, LOS ANGELES

Opening of Harold Lloyd in "Speedy" tremendously big. Previous Lloyd Sunday matinee record shattered by big margin.

▲ ▲ ▲

MIAMI, PALM BEACH, MIAMI BEACH

"Speedy" a clean-up. Critics, public and exhibitors claim it best Lloyd ever.

▲ ▲ ▲

SEATTLE, WASH.

"Speedy" grosses first four days three thousand dollars better than first four days "Kid Brother." Criticisms marvelous.

▲ ▲ ▲

MIDLAND, KANSAS CITY

Biggest Saturday and Sunday since Christmas holidays. Audience ate it up.

▲ ▲ ▲

ROYAL, ATCHISON, KAS.

First day's receipts 50% higher than first day "Kid Brother."

▲ ▲ ▲

LYCEUM, DULUTH

"Speedy" opened with the biggest business in months.

▲ ▲ ▲

SOUTHERN, COLUMBUS, OHIO

"Speedy" opened to capacity business in spite of cold, stormy weather.

▲ ▲ ▲

ELECTRIC, SPRINGFIELD, MO.

First day 35% better than "Kid Brother."

BUSINESS IS GREAT!



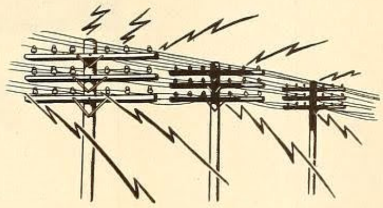
OLYMPIA, NEW HAVEN
"SPEEDY" BROKE EVERY RECORD OLYMPIA EVER HAD. CROWDS STOOD IN RAIN WEDNESDAY NIGHT WAITING TO GET IN AND LAST DAY OF SHOWING WAS BIGGEST DAY THEY HAD EXCEPT SATURDAY.



RIVOLI, NEW YORK
"SPEEDY" FIRST WEEK BREAKS THE HOUSE RECORD BY MORE THAN FOUR THOUSAND DOLLARS.



STRAND, PROVIDENCE
HAROLD LLOYD WINS THE GOLD MEDAL FOR "SPEEDY". PLAYED TO S. R. O. AT EVERY PERFORMANCE ENTIRE WEEK. SHATTERED ALL RECORDS. BEST LLOYD EVER PATRONS OPINION.



wires gettin' hot rushin' news of records broken by



TORONTO, CAN.
"SPEEDY" FIRST WEEK AT UPTOWN BIGGEST WEEK THIS HOUSE HAS EVER HAD BY AT LEAST TWO THOUSAND DOLLARS. FIRST WEEK AT TIVOLI BIGGEST WEEK EVER WITH ONE EXCEPTION.

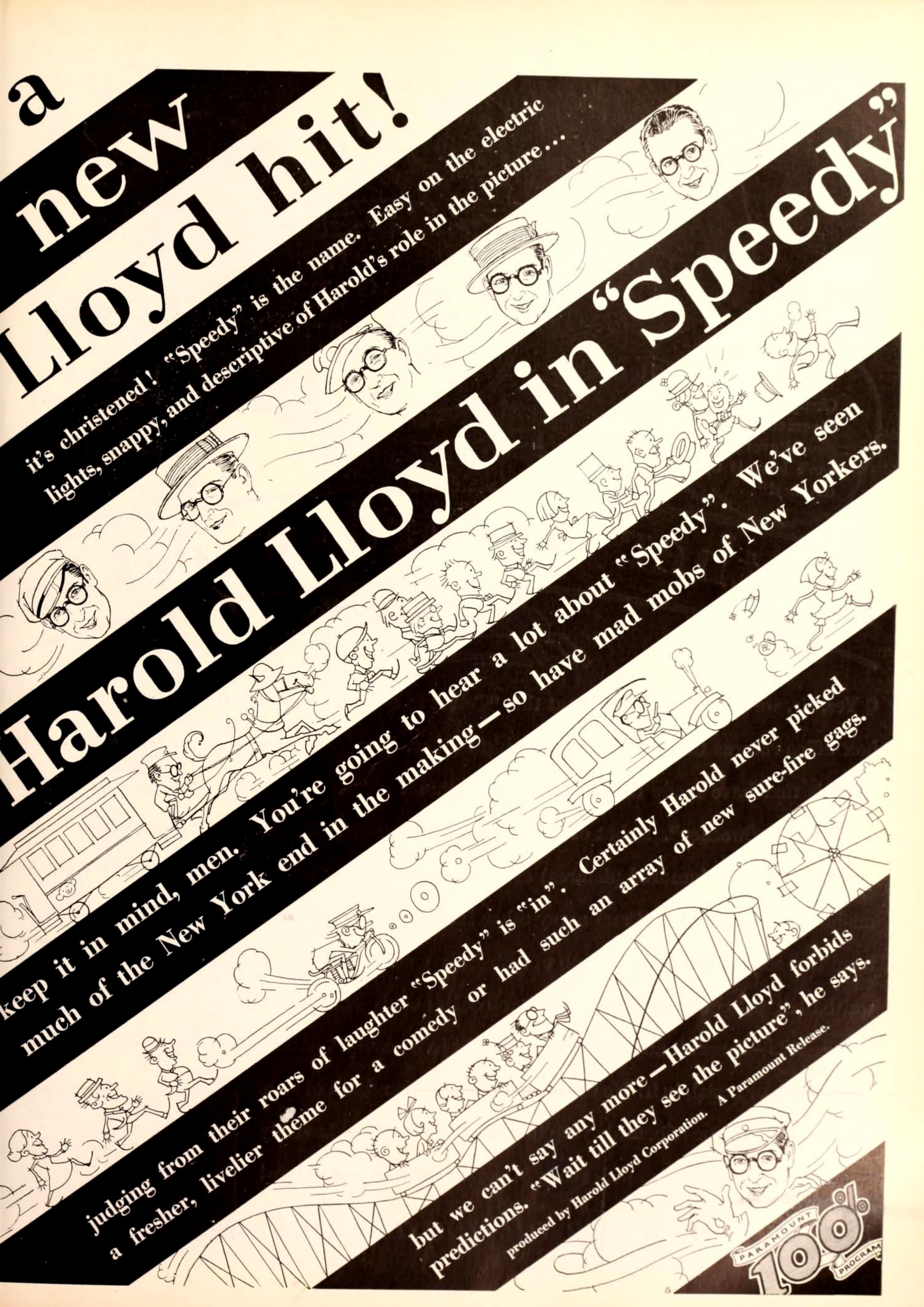
HAROLD LLOYD

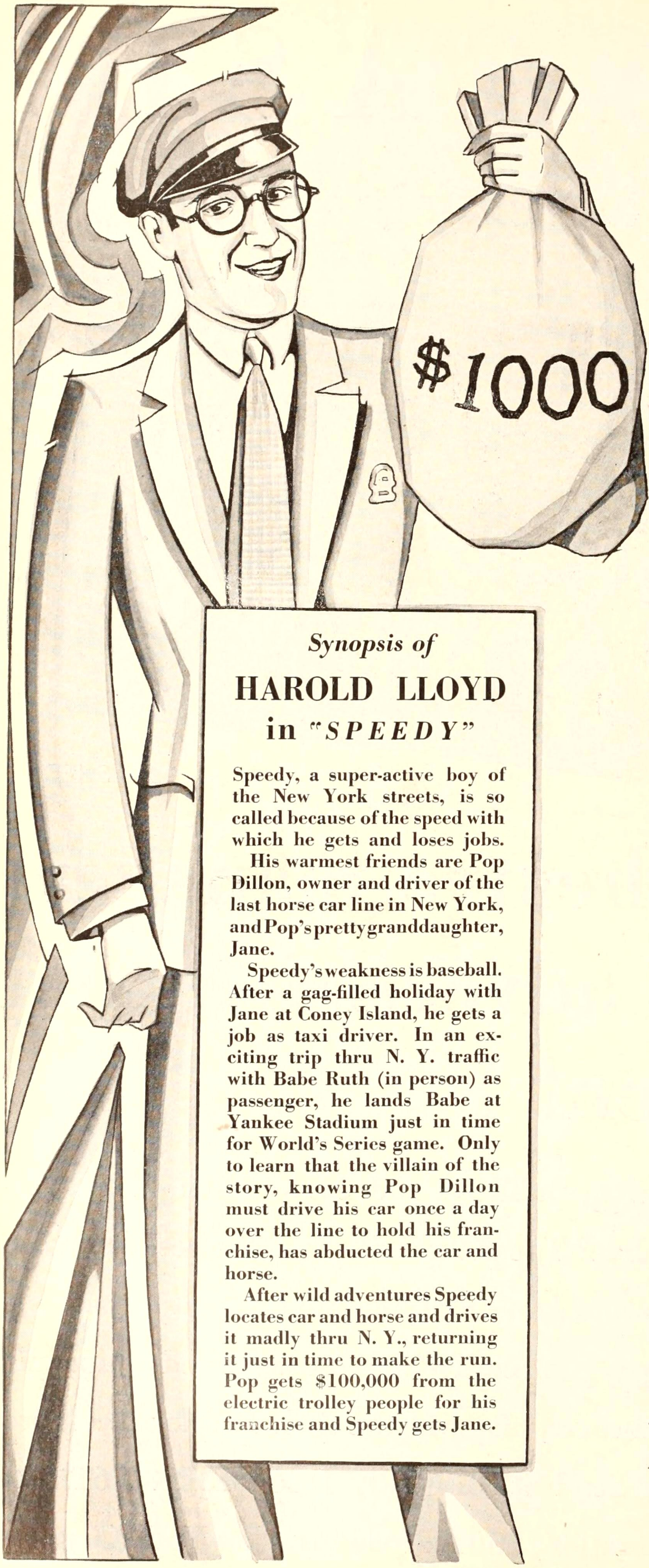
in "Speedy"

Produced by Harold Lloyd Corp. A Paramount Release

***And before August 1st*— EMIL JANNINGS in "The Street of Sin," CLARA BOW in "Ladies of the Mob," RICHARD DIX in "Easy Come, Easy Go," GEORGE BANCROFT, BEBE DANIELS, BEERY-HATTON, ADOLPHE MENJOU, POLA NEGRI, ESTHER RALSTON, FLORENCE VIDOR, THOMAS MEIGHAN, FIELDS-CONKLIN and more!**

business is great—*if you're playing* PARAMOUNT!


a new Lloyd hit!
it's christened! "Speedy" is the name. Easy on the electric lights, snappy, and descriptive of Harold's role in the picture...
Harold Lloyd in "Speedy"
keep it in mind, men. You're going to hear a lot about "Speedy". We've seen much of the New York end in the making—so have mad mobs of New Yorkers.
judging from their roars of laughter "Speedy" is "in". Certainly Harold never picked a fresher, livelier theme for a comedy or had such an array of new sure-fire gags.
but we can't say any more—Harold Lloyd forbids predictions. "Wait till they see the picture", he says.
produced by Harold Lloyd Corporation. A Paramount Release.
PARAMOUNT 100% PROGRAM



Synopsis of

HAROLD LLOYD
in "*SPEEDY*"

Speedy, a super-active boy of the New York streets, is so called because of the speed with which he gets and loses jobs.

His warmest friends are Pop Dillon, owner and driver of the last horse car line in New York, and Pop's pretty granddaughter, Jane.

Speedy's weakness is baseball. After a gag-filled holiday with Jane at Coney Island, he gets a job as taxi driver. In an exciting trip thru N. Y. traffic with Babe Ruth (in person) as passenger, he lands Babe at Yankee Stadium just in time for World's Series game. Only to learn that the villain of the story, knowing Pop Dillon must drive his car once a day over the line to hold his franchise, has abducted the car and horse.

After wild adventures Speedy locates car and horse and drives it madly thru N. Y., returning it just in time to make the run. Pop gets $100,000 from the electric trolley people for his franchise and Speedy gets Jane.

PRIZES FOR SHOWMEN!

Best Campaign . . . $200

2nd Best 150

3rd Best 100

Next 11 Best . $50 each

Start working at once on

LLOYD'S LATEST AND LAUGHINGEST!

In case of tie, duplicate prizes will be awarded tying contestants.



Wire From World's Premiere

MIAMI, FLA.

HAROLD LLOYD
PARAMOUNT BLDG., NEW YORK

IN WORLDS PREMIERE YOUR NEW PICTURE SPEEDY LAST NIGHT AT COMMUNITY THEATRE MIAMI BEACH CROWDED HOUSES ATTESTED THIS AS YOUR FUNNIEST PICTURE EVER STOP GALES OF LAUGHTER GREETED YOUR EVERY EFFORT AND MORE COMPLIMENTS ON THIS PICTURE THAN ANY WE HAVE EVER PLAYED HUNDREDS WAITED IN LINE FOR HOURS AT A TIME DESPITE OUR OPENING THEATRE TWO HOURS EARLIER THAN EVER BEFORE ON A MIDWEEK DAY STOP CONSIDERING LATENESS OF SEASON HERE I BELIEVE THIS ATTESTS YOUR POPULARITY FORCEFULLY LETS HAVE MORE LIKE SPEEDY.

IRWIN R. WAITE

National Release April 8th

In over 250 leading first run theatres in the U. S. and Canada

Produced by HAROLD LLOYD CORP. A PARAMOUNT RELEASE

it's a great picture!

they exploit it!

it breaks box-office records!

HAROLD LLOYD

in "Speedy"



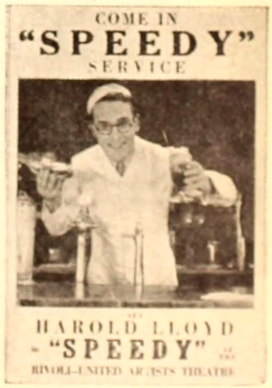
Produced by Harold Lloyd Corp. *A Paramount Release.*

A Special Section not designed to sell you "Speedy" but to show you how to sell "Speedy" to your public. Sure-fire exploitation ideas used all over the country to roll up record grosses for the biggest box-office attraction of the year. Read them—use them—and profit! . . . . . .

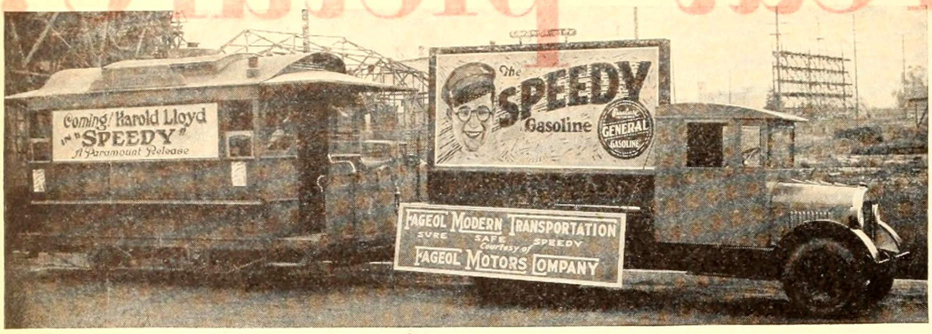


This sign used in Omaha, Neb., at all main intersection points and on incoming roads.

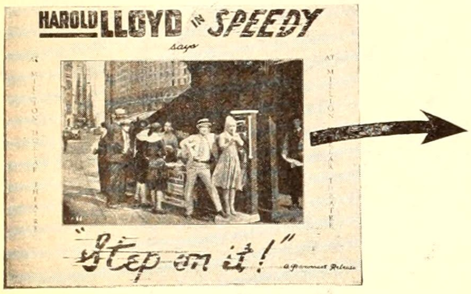
Sticker, practical for drug and confectionery stores. 15,000 of these distributed in New York.



"Speedy" exploitation made new Lloyd records!

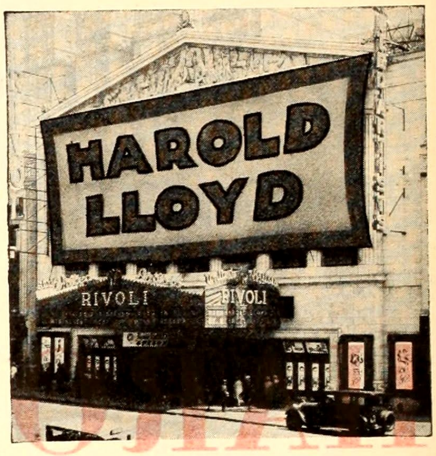


A "Ballyhoo" that proved a great attention-getter on the Pacific Coast. This exploitation train made a round trip from Los Angeles, Cal., to Seattle, Wash. In addition, General Company covers entire West Coast with billboards and newspaper display copy prior to and during Los Angeles run.





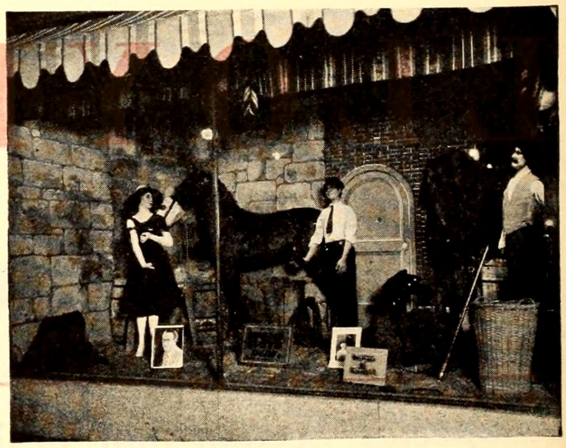
Placard used effectively on thousands of weighing machines in Los Angeles and Chicago, prior to openings.



Giant banner, covering the entire front of the Rivoli, New York, where "Speedy" broke the house record first week



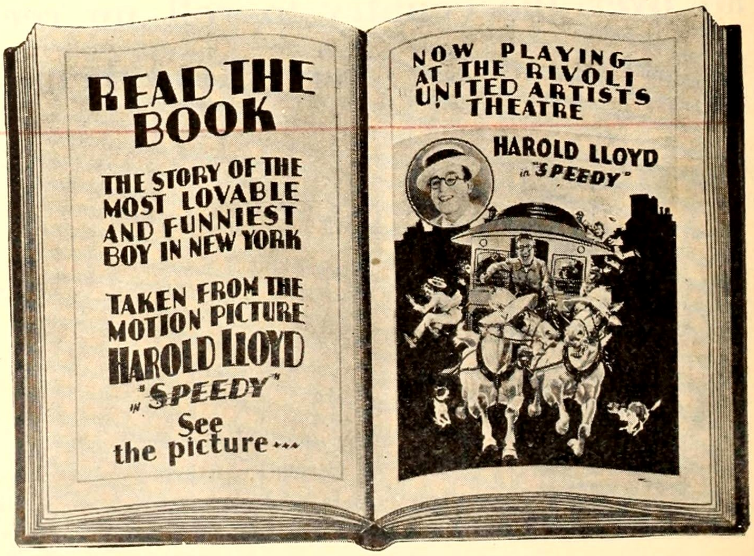
Striking window display on "Speedy Boy," official theme song of "Speedy" arranged in conjunction with Los Angeles engagement.



Novel window installed by Western Costume Company, on Broadway, N. Y.

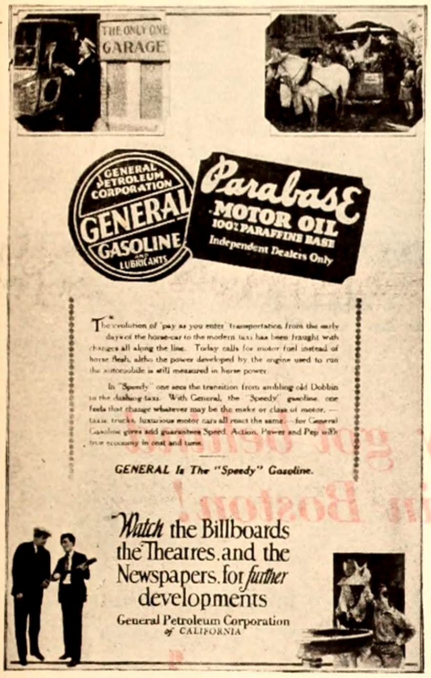


Tie-up with sporting goods store, Los Angeles, which carried plenty of punch.



Display card used in exploiting "Speedy" book in New York, Chicago and Los Angeles.

the whole town talked "Speedy"



Back cover of "Speedy" roto used for General, the "Speedy" gasoline.



How the Paramount stock Ad Sales sailor cap was used on "Speedy" in Omaha.



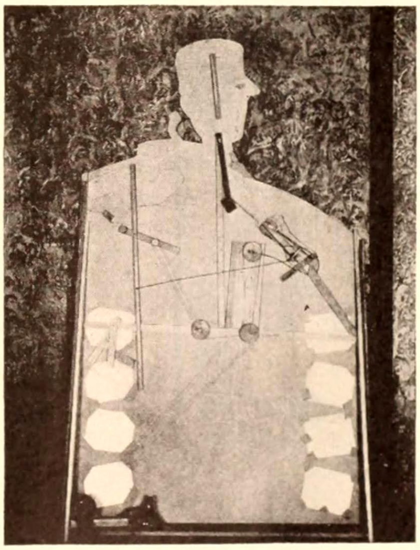
Black and White Cab Company, Atlanta, ties up 100% on tire rack banners. Another Paramount Ad Sales item.



Co-operative page from Charlotte, N. C., Observer. An always effective idea.



Front view of mechanical lobby display used at Worth Theatre, Ft. Worth



Back view showing mechanical features of novel lobby display.



"Speedy," first motion picture to be pre-viewed by critics in mid-air. Los Angeles., Cal.



Slow, but sure-fire exploitation. An old mule draws a dilapidated flivver through the streets of Atlanta.

What they did in Cleveland!

Speedy Sundae—The Standard Drug Co. featured a special "Speedy" Sundae in their thirty stores throughout the city.

Speedy Book—The book "Speedy" is being sold in 31 Marshall Drug Stores. They are using their windows to make this announcement, and also announcement that "Speedy" is playing at Loew's State.

Postal Telegraph—The Postal Telegraph Co. furnished with 22x28 cards, with display printing on them, stating that the Postal service is "Speedy," also announcing date and theatre where "Speedy" is playing.

Shirt Containers—The New Method Laundry Co. used 1500 shirt containers with the name of theatre, picture, and date, to distribute to their customers.

Slow Down Speedy—350 cards have been placed around gas stations in Cleveland, reading "Slow Down, Speedy."

Roto Section—One thousand Roto Sections on "Speedy" distributed in downtown offices.

Street Car Cards—150 cards on the street cars.

Radio—Every evening, for a week before the opening date, radio announcement advising that "Speedy" was coming to Loew's State.

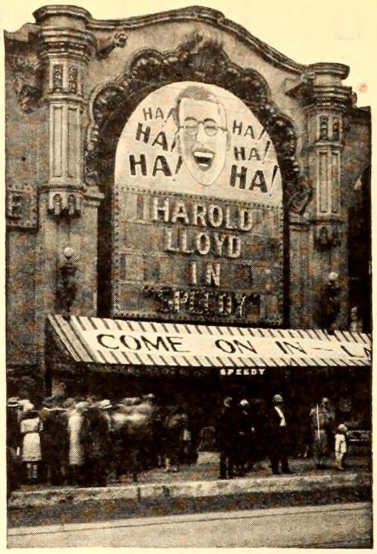
Trailer—National Screen Service De Luxe trailer in advance of the engagement.

Ads—We started our advertising with an underline in our ads two weeks before the playdate, and increased our space as time for opening drew nearer.

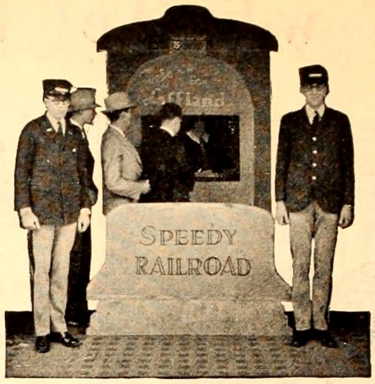
Special Ads—Campaign put on by New York gave us a half-page ad the day before opening; a half-page ad the day after opening, and another 800-line ad on the third day of engagement.



A brand-new idea in press-book compilation. Packed with hundreds of seat-selling ideas.



Front of Million Dollar, Los Angeles.

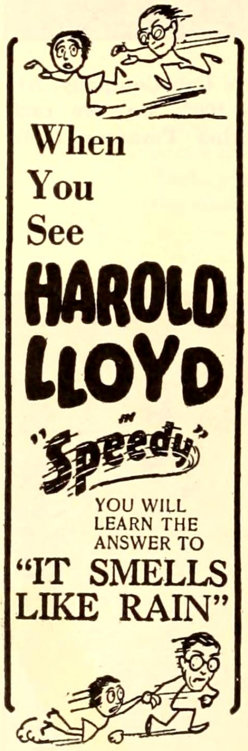


Box office at Million Dollar, suggesting the rear of a street car.

They got behind it in Boston!

¶ Tie-up with the two largest Ice Cream Cos., and we received a very good break as far as advertising is concerned. ¶ Extra space in the newspapers and excellent publicity from all. Tie-up with the largest department store in town with a special display of two large heads of Lloyd, and a monstrous record 6 feet in circumference in Hovey's Store in Summer Street. ¶ Two or three individual Music Stores gave us excellent displays on the records. ¶ The largest laundry and cleaning Co. in Boston gave us the use of their trucks, we furnishing the canvas posters, twenty trucks in number, with Lloyd's face on the side, saying "for SPEEDY service use Lauderman's Laundry and Cleansing Co." ¶ This, in addition to fifty twenty-four sheets, and the calliaphone down town and in the suburban districts. Lobby displays and numerous cuttings on marquees, and 25,000 rotos distributed from house to house and in the theatres.







Part of "teaser" campaign used in Toronto. "It smells like rain" was the keynote carried in all copy and had the whole town wondering.

you can break your record too, if you get behind HAROLD LLOYD in "Speedy"

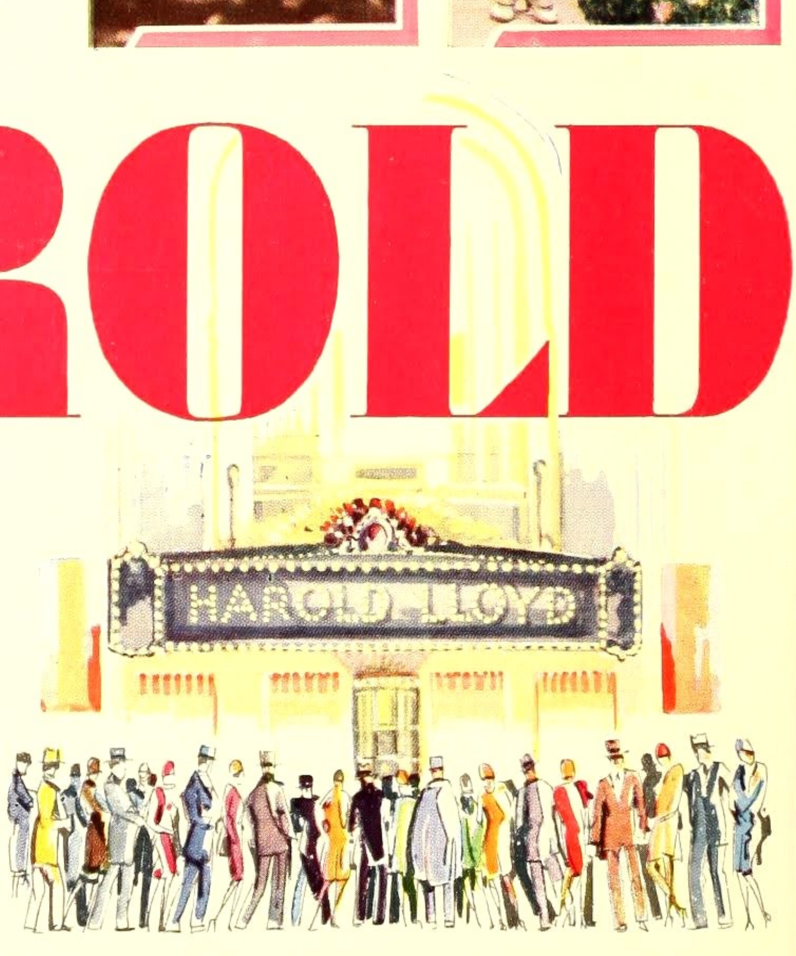
Produced by Harold Lloyd Corp. *A Paramount Release.*





HAROLD

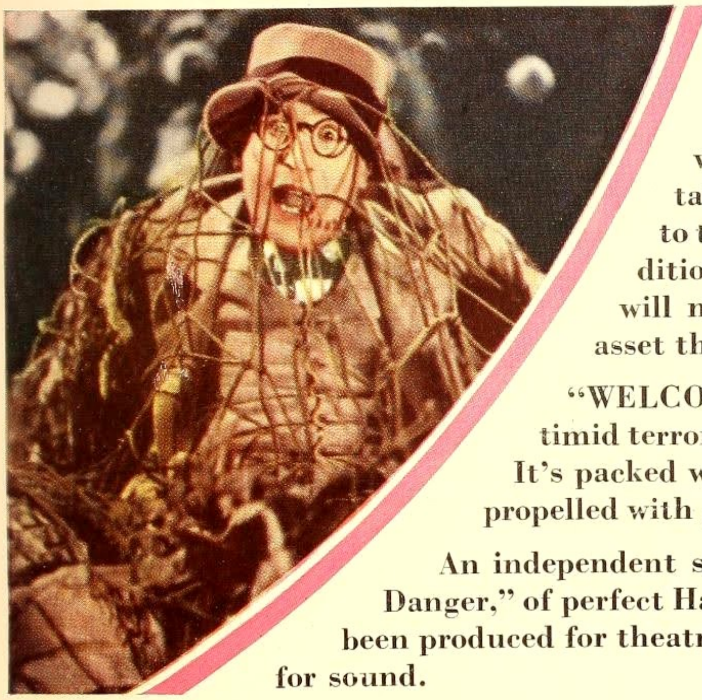
Harold's big supporting cast includes Barbara Kent, Charles Middleton, Noah Young, Mary MacAlister, William Walling, Jimmy Wang, Douglas Haig and others.





Produced by the HAROLD LLOYD CORPORATION. A PARAMOUNT Sound and Dialog Release





THE COMEDY KING IN HIS FIRST TALKING PICTURE

A New Harold Lloyd for a New Show World!

A big new Harold Lloyd production; the whole world awaits it. With all the previous Lloyd talent and showmanship that have lifted him to the tip top of his profession. With this additional feature of SOUND and DIALOG that will make Harold Lloyd a bigger box-office asset than ever before!

"WELCOME DANGER." With Harold as a timid terror who—but why tell you the story? It's packed with pep, youth and gayety, and propelled with gale after gale of laughter.

An independent silent version of "Welcome Danger," of perfect Harold Lloyd quality, has been produced for theatres not yet equipped for sound.

LLOYD

"WELCOME DANGER"





WORLD PREMIERE

RIVOLI THEATRE
New York

HAROLD LLOYD

TALKS in "Welcome Danger"

AND S. R. O. is THE ANSWER!



More people per performance have jammed their way into the Rivoli Theatre, New York, to see and hear Lloyd's latest than ever before in the history of the house! Literally thousands have been turned away at the box office! Every revue is a torrent of praise for the picture. The verdict's in. "Welcome Danger" is the biggest Lloyd clean-up of all times!



A THE NEW Paramount SHOW WORLD Release

Produced by HAROLD LLOYD Corporation

HAROLD LLOYD



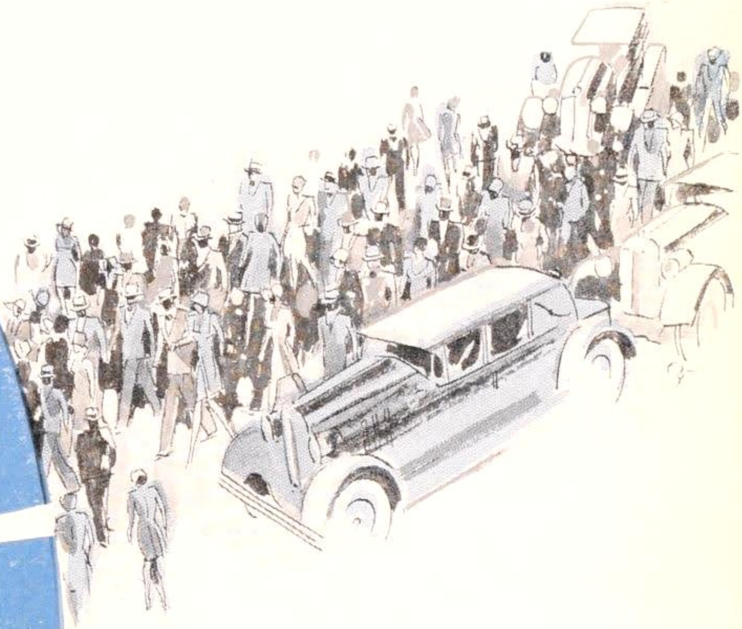
HIS FIRST ALL-TALKING PRODUCTION . . .

A New HAROLD LLOYD for a NEW SHOW WORLD—*a bigger box office attraction than ever!*

Now the millions of Lloyd fans get what they've been waiting for—Harold talking in a great all-talking comedy production—"Welcome Danger"! We've seen and heard it. It's great! All of the quality Lloyd production standards. All of the rapid-fire fun and freshness accentuated many fold because Lloyd talks. The mightiest Lloyd box office mop-up of them all!







HAROLD LLOYD

talking in "Welcome Danger"

One of the finest natural screen voices yet heard! When they listen as well as look at Harold as the timid terror from Boston cleaning up the bad boys, they'll love it—and tell their friends! Motion Picture News says: "By long odds the best Lloyd picture ever released by Paramount."

Also Quality Silent Version

Now you're
TALKING!



HAROLD LLOYD

in

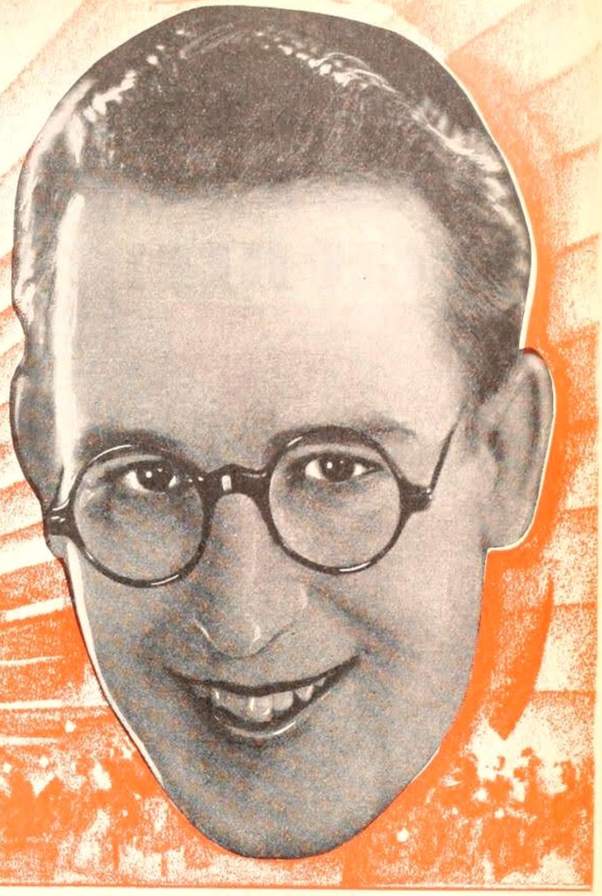
"Welcome Danger"

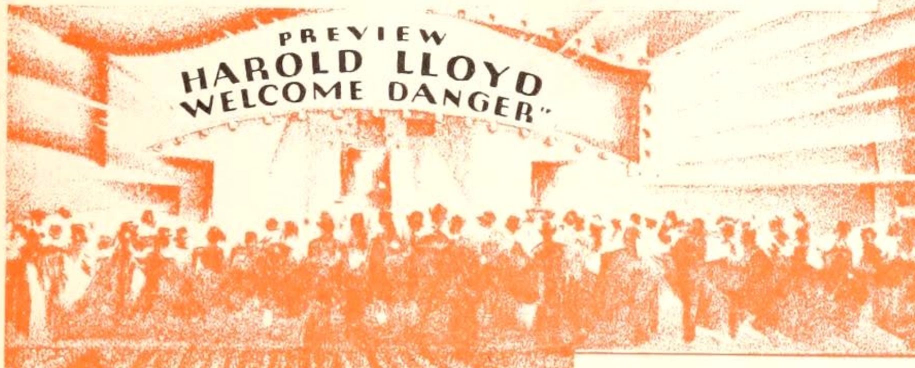
TWO QUALITY NEGATIVES... ALL-TALKING and SILENT
Clean-up for All!

Produced by the HAROLD LLOYD CORPORATION

A PARAMOUNT NEW SHOW WORLD release

HOLLYWOOD flashes the Glad Tidings of a SENSATIONAL BOX OFFICE "NATURAL"





"Will smash all existing box office records. Lloyd's biggest!"
—Hollywood Screen World

"Audience reaction tremendous. Will establish new records."
—Los Angeles Record

"Dwarfs all other Lloyds. Makes Harold monarch of comedians."
— Hollywood Filmograph

"Will fill seats of any playhouse. Lloyd has excellent voice. Recording perfect."
—Hollywood News

HAROLD LLOYD

in his **ALL-TALKING*** debut

"WELCOME DANGER"

Produced by HAROLD LLOYD Corp.
A PARAMOUNT Release

**Also available silent*

A NEW HAROLD LLOYD FOR A NEW SHOW WORLD!

A GUARANTEE of S.R.O. Anywhere!



24-sheet available at Paramount exchanges

"Dwarfs all other Lloyds. Makes Harold monarch of comedians."
—*Hollywood Filmograph*

"Will smash all existing box office records. Lloyd's biggest."
—*Hollywood Screen World*

"Audience reaction tremendous. Will establish new records."
—*Los Angeles Record*

"Will fill seats of any playhouse. Lloyd has excellent voice. Recording perfect."
—*Hollywood News*

¶ A smart showman couldn't ask for a bigger box office "natural" than Harold Lloyd in his first all-talking picture. ¶ You know the whole town will come to hear Lloyd talk. You not only attract all of your regular patrons; you sell your theatres to hundreds of new customers. ¶ Add the fact that everybody who has seen and heard "Welcome Danger" agrees it's the greatest Harold Lloyd ever! ¶ Booking Lloyd's latest is the shrewdest deal an exhibitor could make. ¶ *And remember: If your house isn't wired, there's a silent "Welcome Danger" available that tops all previous Lloyds.*

A NEW HAROLD LLOYD for a NEW SHOW WORLD



"What HAROLD LLOYD means to my theatres"

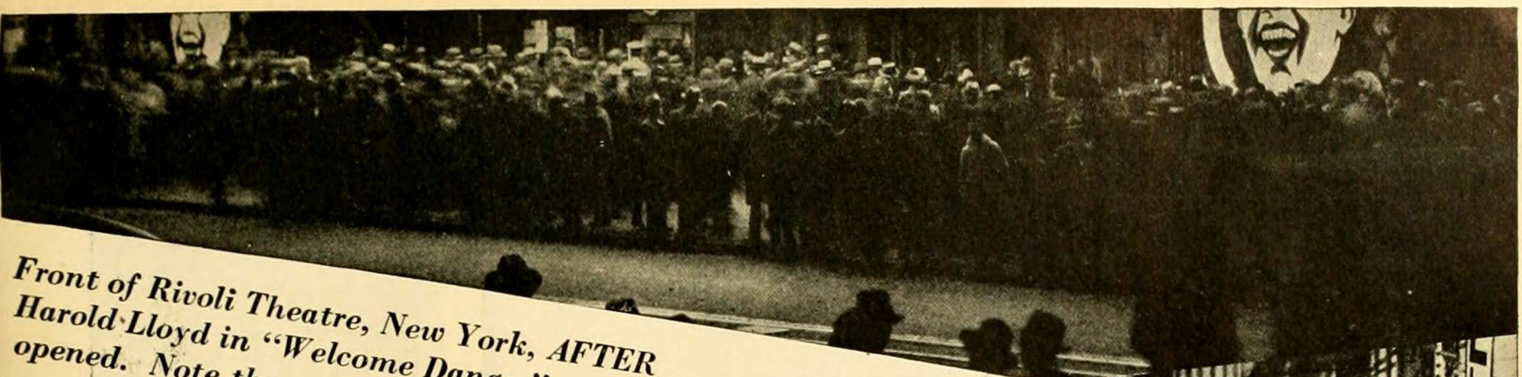
An Analysis by a Leading Showman

¶ "There are certain essential attractions in this business that a good showman makes sure of booking. ¶ I play Lloyd because his name guarantees me outstanding business on the engagement. I also play him because he builds permanent customers for my theatres. ¶ A new Lloyd picture is an event in any town. He not only draws the regular patronage 100%; he attracts kids and occasional movie-goers who come only when a Lloyd or a "Covered Wagon" is on the bill. The clean fun Lloyd gives these "occasionals" often turns them into "regulars." My average week-to-week gross moves up. ¶ All this will be doubly true of Harold Lloyd's first all-talking picture, "Welcome Danger." There isn't a person anywhere who won't be anxious to hear Harold Lloyd talk. Preview audiences hailed it as the greatest Lloyd yet. The theatre man who will permit this picture to slip to a competitor is lacking in the fundamentals of box office judgement."

HAROLD LLOYD ALL-TALKING "WELCOME DANGER"

Produced by HAROLD LLOYD Corp.

A PARAMOUNT Release



Front of Rivoli Theatre, New York, AFTER Harold Lloyd in "Welcome Danger" opened. Note the crowds!



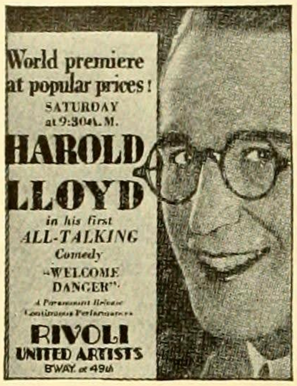
Front of Rivoli Theatre, New York, BEFORE opening. Showing details of displays.

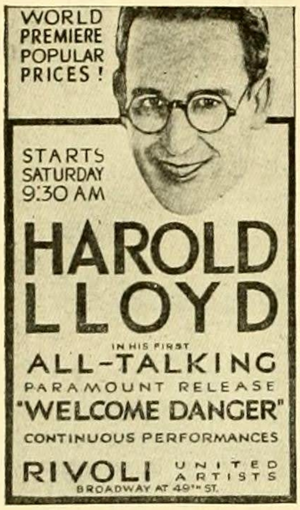
Selling
HAROLD LLOYD
in his first ALL-TALKING picture, "Welcome Danger"
to S.R.O. on BROADWAY!

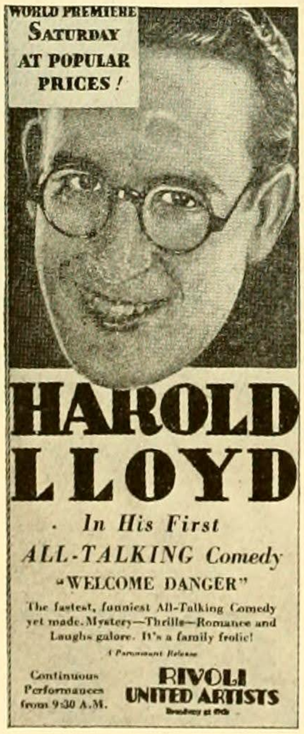
(This and following three pages give complete New York campaign)

HAROLD LLOYD N. Y. NEWSPAPER CAMPAIGN

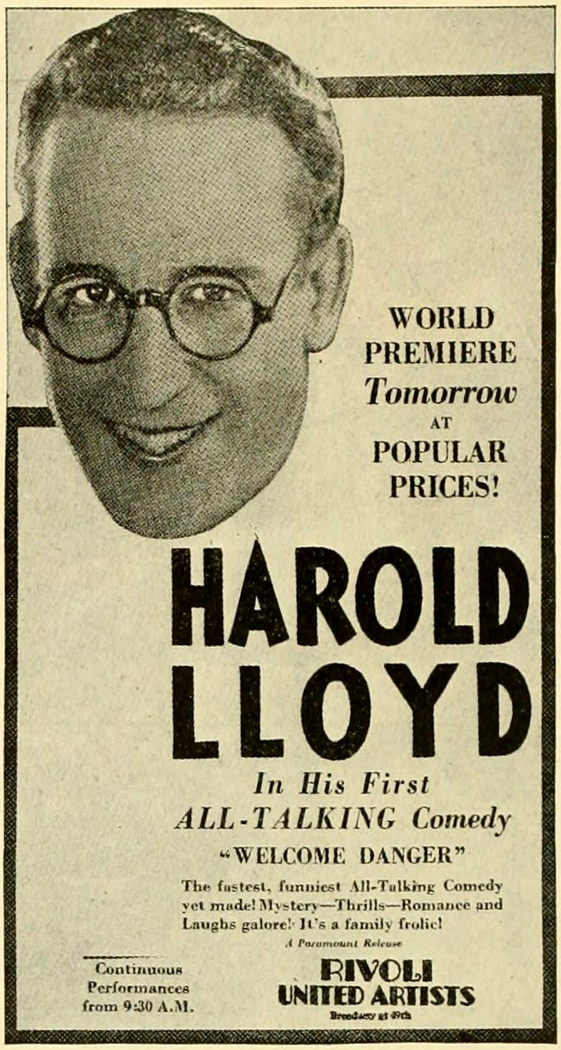
Advance Ads







Ads are very simple. Harold Lloyd, all-talking, name of picture, name of theatre and time are practically the only ingredients.



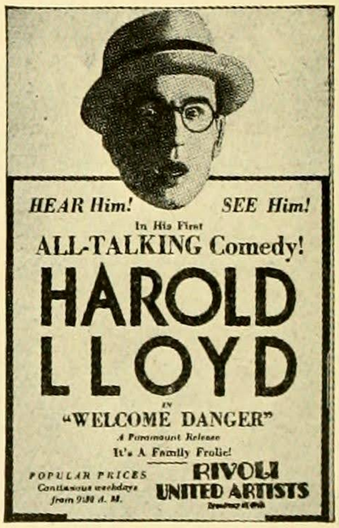
WHEN you've got a fine attraction—advertise it! Don't be content with the regular crowds. Reach out and grab the plus attendance that means record grosses.

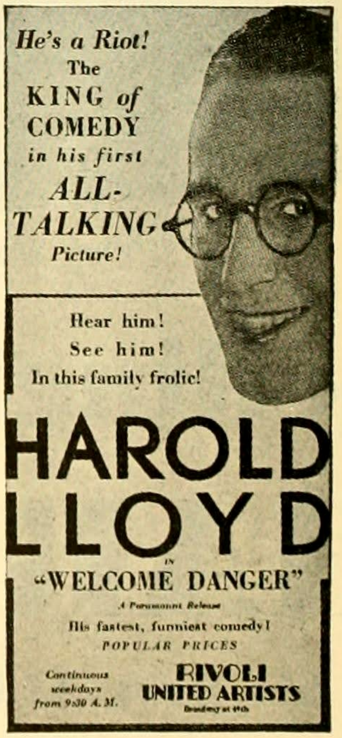
THAT was the theory upon which the Rivoli Theatre launched into the New York newspapers with one of the biggest ad campaigns the Main Stem has ever seen. Results more than justified the expenditure!

NOTE also that the Rivoli did not shoot the works on the advance campaign and let the follow-up slide. They maintained their advertising pace after "Welcome Danger" opened. They advertised for S.R.O. at EVERY performance—and are getting it.

Opening Day



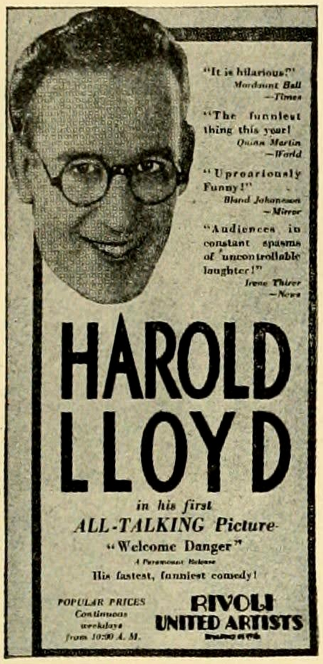


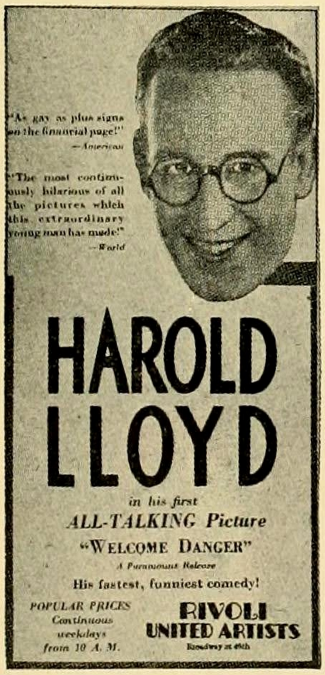


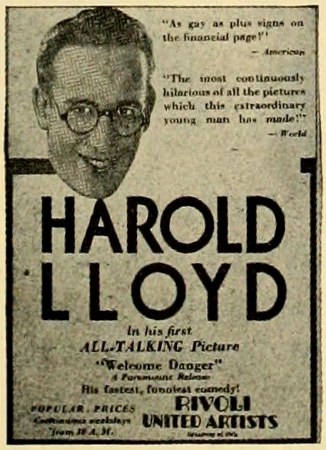
HAROLD LLOYD in "Welcome Danger"

N. Y. BILLBOARDS YELL "WELCOME DANGER"!

Newspaper Ads After Picture Opened





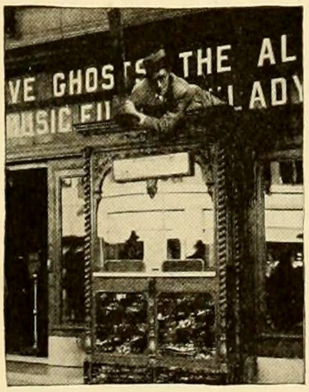




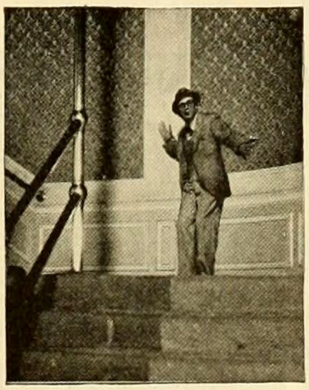
ALL NEW YORK WAS PLASTERED

with billboards advertising Harold Lloyd in "Welcome Danger." The display above is made from actual photographs on several prominent locations. The posters used were the regular Paramount 24-sheets, 6-sheets and 3-sheets. Available at your Paramount exchange. They are unusually effective.

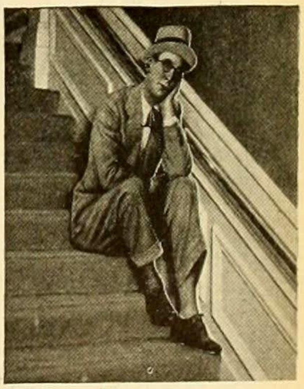
INSIDE THE RIVOLI THEATRE



OVER THE BOX OFFICE this enlarged cut-out of Harold Lloyd was mounted a week ahead of opening and attracted attention.



ON THE MAIN STAIRWAY this cut-out figure of Harold was an advance ballyhoo for "Welcome Danger." It got plenty of laughs.



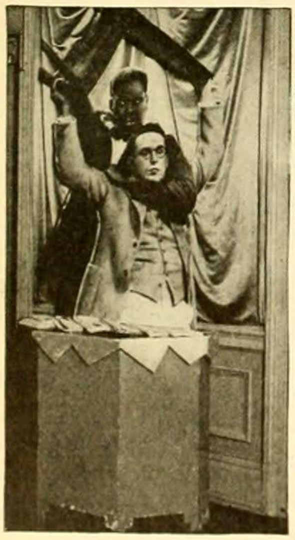
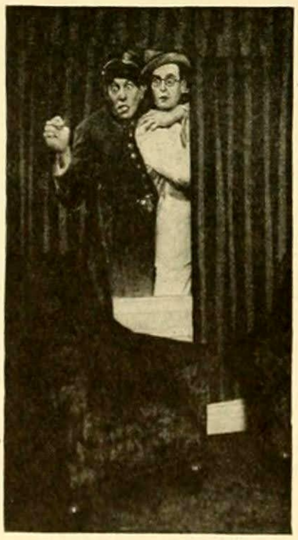
ALSO ON THE STAIRS. All of these cut-outs were made from the regular stills on "Welcome Danger." Available at exchanges if you want to use the stunt.

Produced by the HAROLD LLOYD Corporation. A PARAMOUNT Release

PRESS SHEETS WRITTEN BY 51 EXHIBITORS



MORE LOBBY CUT-OUTS


Sell

HAROLD LLOYD

in his first ALL-TALKING* picture, "Welcome Danger," with

NEW SHOW WORLD SHOWMANSHIP

**Quality silent version also*



HAROLD LLOYD

ANNOUNCES

his latest all-talking comedy production

"FEET FIRST"

Produced by the Harold Lloyd Corp.

A Paramount Release



THE SATURDAY EVENING POST
October 18, 1930
HAROLD LLOYD
"FEET FIRST"
HAPPY days are here again! Here comes Harold with a brand new bag
of tricks that will make your sides ache with laughter! Fun no end,
thrills galore, action every second. ¶ Harold Lloyd's All-Talking picture
"Feet First." Your eyes will be glued to the screen and you'll hang on
every word! More than a motion pict —an *event* the whole family
looks forward to with keen antic . Get set now for the great
gloom destroyer of 1930! Get set and go! ¶ Your Theatre Manager
will gladly tell you when "Feet First" is coming to your town.
Produced by Harold Lloyd Corporation. A Paramount Release.
¶ "*If it's a Paramount Picture it's the best show in town!*"
TUNE IN! Paramount Publix Radio Hour, each Tuesday Evening, 10:15 to 11 P. M. Eastern Time, over the Columbia Broadcasting System
Paramount Pictures
PARAMOUNT BLDG NEW YORK
13,000,000 READERS OF THE
SATURDAY EVE. POST ARE ALL SET FOR THE
LAUGH OF THEIR LIVES!



IN THE BAG!



HAROLD LLOYD

"FEET FIRST"

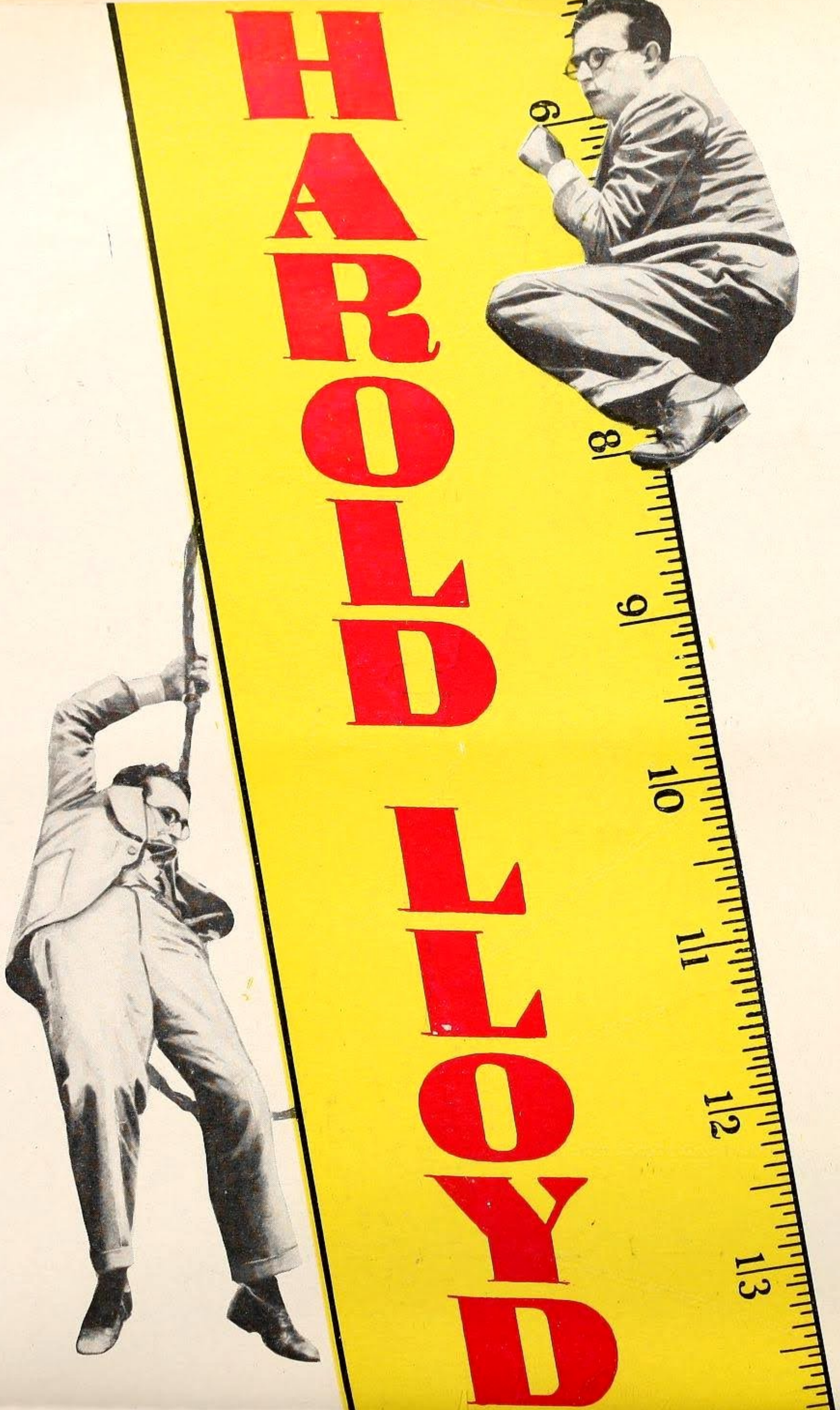
is the one picture that every theatre-goer in America is eager to see and every live showman is rushing to book. Ring your Paramount exchange now and arrange play dates!

PRODUCED BY THE HAROLD LLOYD CORPORATION - - - - - A PARAMOUNT RELEASE



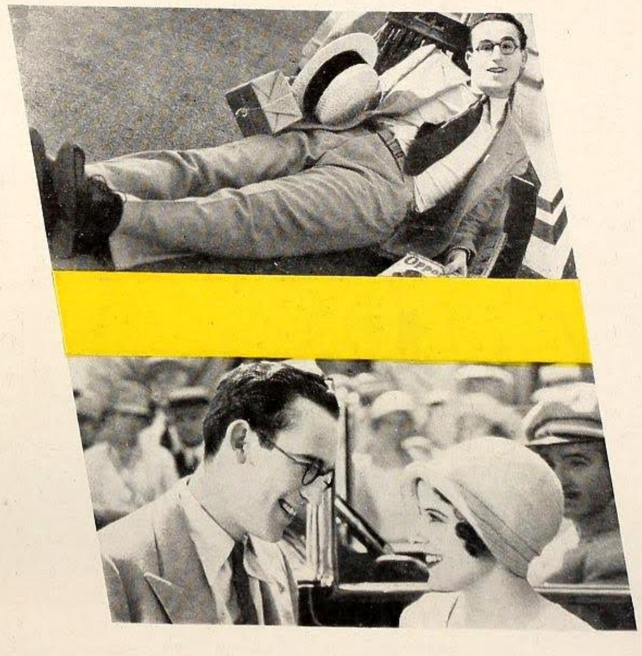
EVERY INCH A LAUGH!

HAROLD LLOYD

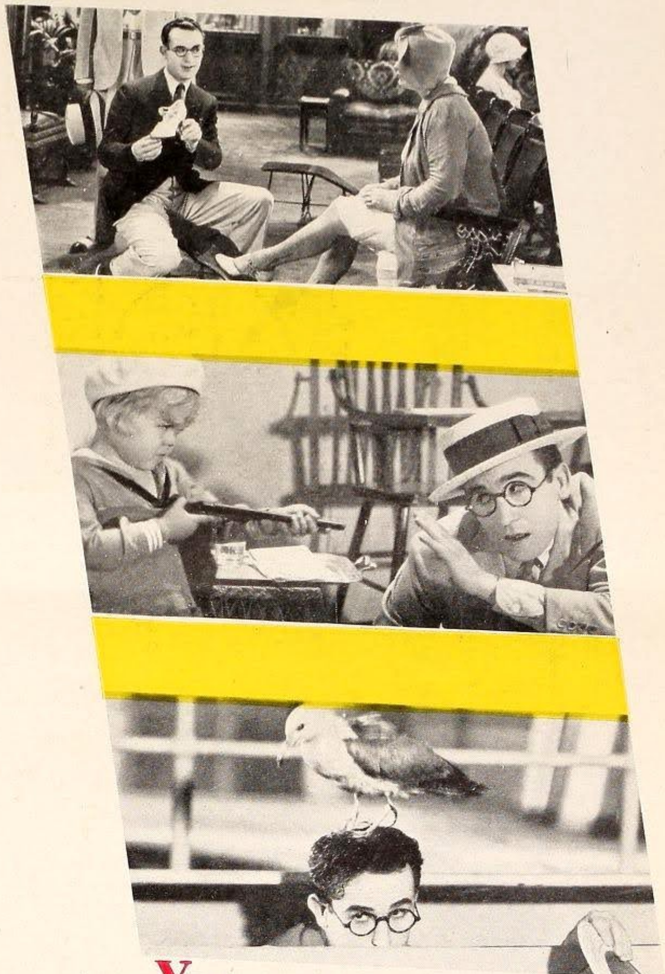


ABIG Event in any show year! A brand new all-talking Harold Lloyd comedy production. This year more than ever. Because Lloyd's latest, "Feet First", has everything the millions of theatre-goers want.

More thrills than "Safety Last". More laughs than the funniest Lloyd picture you can remember. It's the Monarch of Mirth at his box office best.







YOU triple your theatre's normal drawing power when you play Harold Lloyd. You get all your regulars. *Plus* the crowds that only come to see the screen's very best. *Plus* the kids. Here's one show your bank-roll can't afford to do without. Get in touch with your Paramount representative and arrange bookings now!


26
27
28
HAROLD LLOYD
IN
"FEET FIRST"
Produced by HAROLD LLOYD Corp. A PARAMOUNT Release.

BEST TALKING COMEDY EVER MADE!



And It's Mopping Up from Coast to Coast!

●

"'FEET FIRST' got biggest business this house has enjoyed in eight months." *—Strand, Milwaukee, Wisc.*

●

"Crowds standing over a block long to get in to 'FEET FIRST'. Newspapers and audiences say the greatest Lloyd ever made." *—Paramount, Denver, Col.*

●

"Lloyd doubled average business at this house." *—Kirby, Houston, Tex.*

●

"'FEET FIRST' broke all box office records for past twenty months." *—Paramount, Texarkana, Ark.*

●

"Lloyd, first picture to play without stage show and increased receipts 50%." *—Paramount, Seattle, Wash.*

●

"'FEET FIRST' did best business we have had in many months." *—Paramount, Atlanta, Ga.*

●

"Opened to marvelous business, with crowds in continual uproar of laughter." *—Saenger, New Orleans, La.*

●

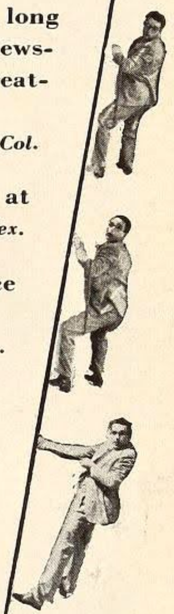
"Matinees on Lloyd biggest in years. Public carried away with laughter." *—Florida, Jacksonville, Fla.*

●

"Record crowds came to sit in seats but rolled into the aisles with laughter." *—Newman, Kansas City, Mo.*

●

THIRD WEEK OF TREMENDOUS BUSINESS AT RIALTO, NEW YORK —AND NOT A DOLLAR LET-DOWN!





Produced by
HAROLD LLOYD
Corporation

A PARAMOUNT
Super-Special

HAROLD LLOYD

In These Times, when ONLY BIG Pictures Get BIG Money, Lloyd Offers his Latest and BIGGEST!

"FEET FIRST"



"Capacity audiences and crowded lobbies greet HAROLD LLOYD in 'FEET FIRST.' Fast, clean, laugh-inducing entertainment that leaves you breathless."

—N. Y. Graphic

"Keeps you in a constant state of hysterics. One of the funniest pictures Lloyd has ever made."

—N. Y. Telegram

"Refreshing fun for young and old. Loaded with action and laughter."

—N. Y. Mirror

"Another Lloyd load of laughter. Audiences in constant state of mirth."

—N. Y. Times





HAROLD

in his latest and greatest all-talking hit

"FEET FIRST"

"HAROLD LLOYD in 'FEET FIRST' convulsed audiences that occupied every seat of the long run Rialto Theatre, New York, and stood six deep in the rear of the playhouse."

—New York American

"They were lined up outside the Rialto in the early morning for one of the best Harold Lloyd comedies to date."

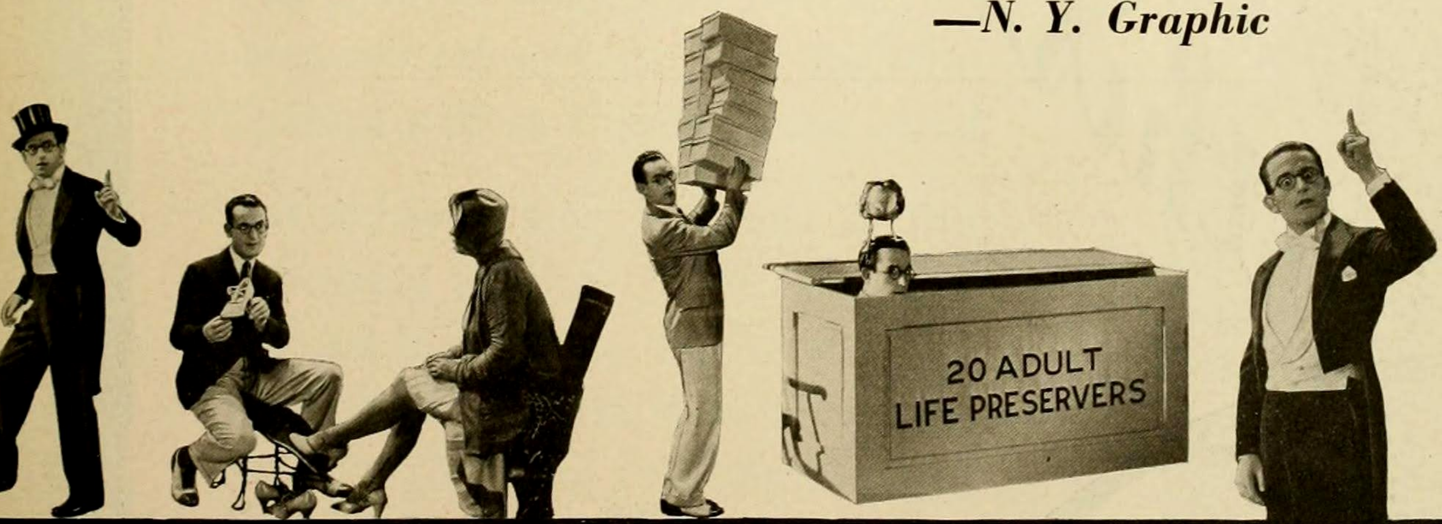
—New York Journal

"'FEET FIRST' is exactly what the folks are waiting for. Audiences roll boisterously in their seats with laughter."

—New York World

"Will clean up at the box office. Lloyd at his best. Most exciting he has ever given us."

—N. Y. Graphic



LLOYD

Produced by the HAROLD LLOYD Corp.

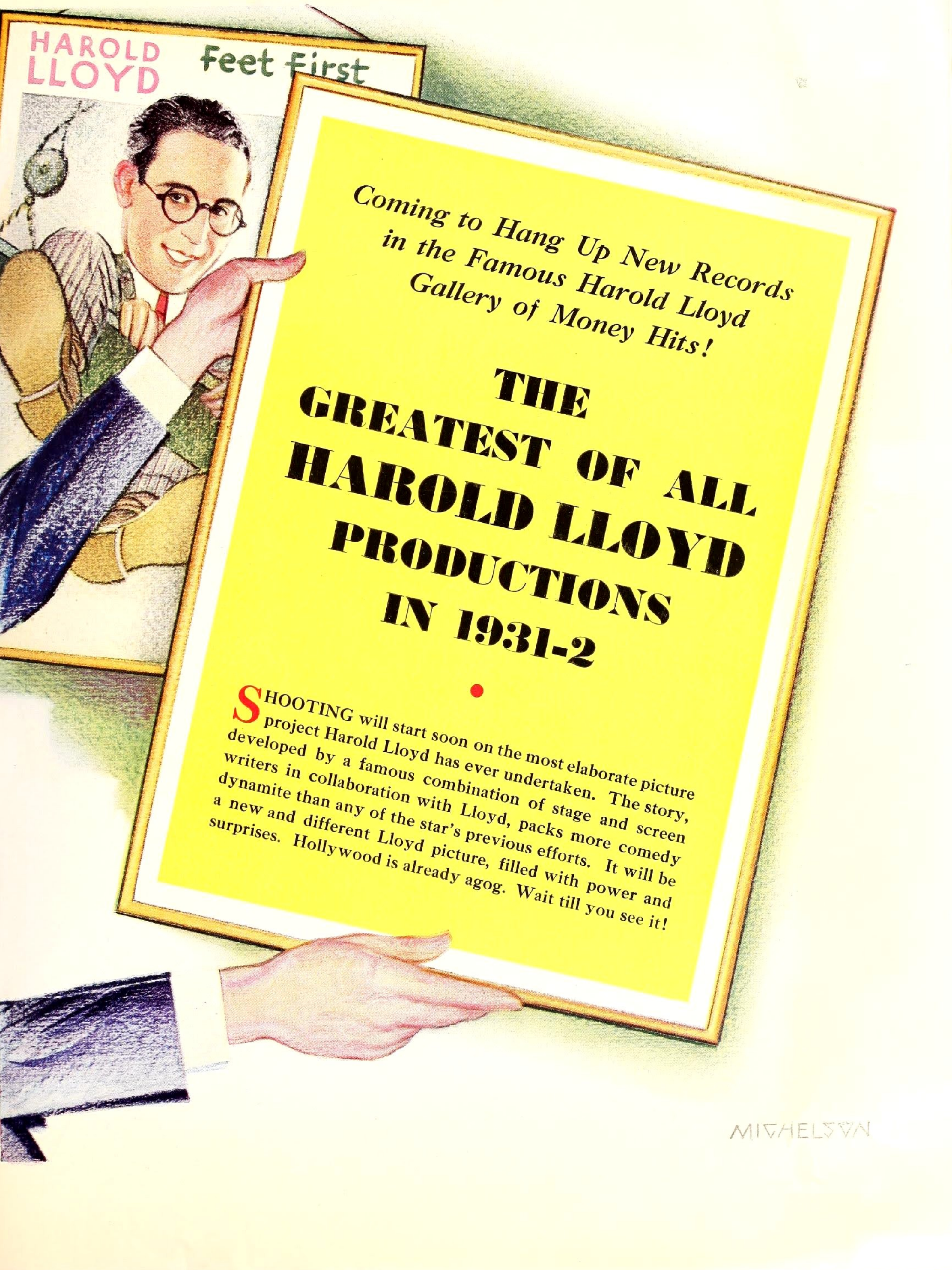
A PARAMOUNT Money Mirthquake!


HAROLD LLOYD
IN
"FEET FIRST"
NOW the Monarch of Mirth gives you a lavish comedy production that will write box office history. Already in the making. With the bulk of its hilarious action actually taking place on an ocean liner bound from Hawaii. Harold as a shoe clerk pursuing a beautiful girl from Waikiki to thrills in San Francisco. Barbara Kent, his leading woman in "Welcome Danger", is again the heroine. Produced by the Harold Lloyd Corporation. A Paramount Release.
The Comedy King's Second Big All-Talking Picture!

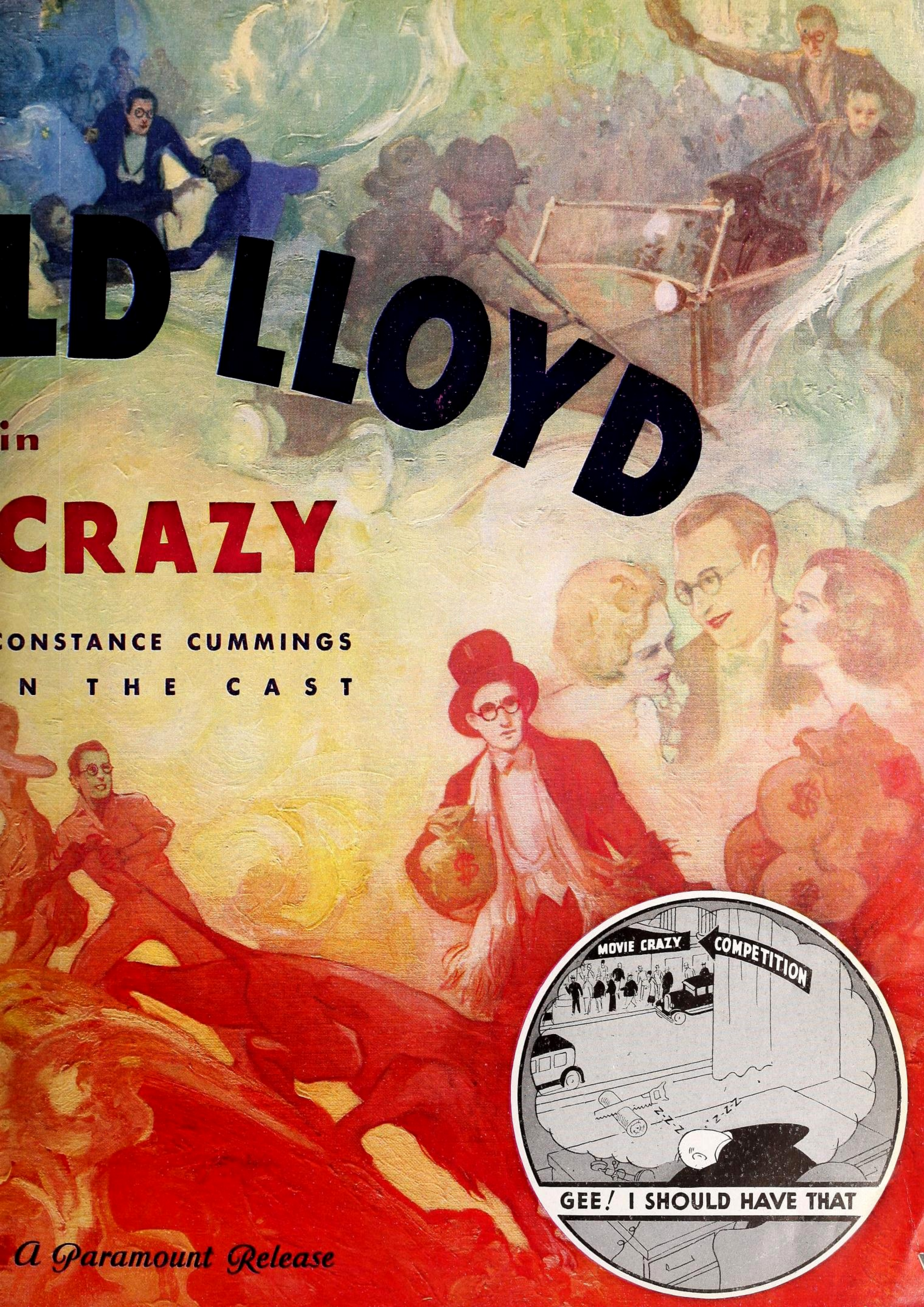


HAROLD LLOYD

The famous Harold Lloyd hits are produced by the HAROLD LLOYD CORPORATION. PARAMOUNT releases.


HAROLD LLOYD
Feet First
Coming to Hang Up New Records in the Famous Harold Lloyd Gallery of Money Hits!
THE GREATEST OF ALL HAROLD LLOYD PRODUCTIONS IN 1931-2
SHOOTING will start soon on the most elaborate picture project Harold Lloyd has ever undertaken. The story, developed by a famous combination of stage and screen writers in collaboration with Lloyd, packs more comedy dynamite than any of the star's previous efforts. It will be a new and different Lloyd picture, filled with power and surprises. Hollywood is already agog. Wait till you see it!
MICHELSON


NO
EXTRAS
HARO
MOVIE
PRODUCED BY THE
HAROLD LLOYD CORPORATION


LD LLOYD
in
CRAZY
CONSTANCE CUMMINGS
N THE CAST
MOVIE CRAZY
COMPETITION
GEE! I SHOULD HAVE THAT
A Paramount Release

The "Ayes" have it!

You're rootin', tootin', cock-eyed right — the "ayes" have it! The critics, lord love 'em, have gone hog-wild! They're simply C-R-A-Z-Y over "Movie Crazy"! READ...READ...READ!

HAROLD LLOYD

in "Movie Crazy"

with

CONSTANCE CUMMINGS

"'Movie Crazy' is the best Lloyd picture since 'The Freshman'.... A yell from the first word spoken to the last situation. Will bring plenty of new money into any theatre." —*Hollywood Reporter*

—

"'Movie Crazy' is one of the best constructed and best timed comedies that has hit the screen in some time. You can take our word for it, when we tell you Lloyd's latest is something to get excited about." —*Kann, Motion Picture Daily*

—

"It ranks with the memorable 'Grandma's Boy' of 12 years ago and with 'The Freshman'." —*Scoop Conlon, Detroit Free Press*

"Exhibitors who have been anxiously waiting for Harold Lloyd's next picture will find their patience handsomely rewarded. It's here, and it's a pip." —*Gillette, Film Daily*

—

"This new Harold Lloyd comedy takes its place among the great hilarities of all time." —*Chrisman, Screen Play*

—

"For sheer brilliancy in the art of drawing laughs, there is no comedy thus far this season that can even approach 'Movie Crazy' in entertainment." —*Whitney Williams, Los Angeles Times*

A Paramount Release

Produced by HAROLD LLOYD CORPORATION

Paramount's **PARAMOUNT** *Year*

THE BEST ANSWER TO WHAT THE KIDS ...YOUNG AND OLD...WANT IN PICTURES

A Picture for the Entire Family...Grandpop, Grandma, Mother, Dad and the Kiddies. A Natural for Exploitation...a cinch for a box-office record-smasher.

HAROLD LLOYD

in the Best Picture of his Glorious Career

"MOVIE CRAZY"

with Constance Cummings



PRODUCED BY
HAROLD LLOYD CORP
A Paramount Release

Smart showman that he is . . . and your top-draw comedy star...Harold Lloyd has done it again! Stepped out and got the Clarence Budington Kelland Saturday Evening Post serial (*and* best-seller). Gathered together a swell supporting cast (*Look at them!*) And made a corking laugh-and-suspense knockout...with *plenty* of love interest. Not only *different,* but his *best*...and that's SOMETHING!

FOX SHOWMANSHIP NEWS

HAROLD LLOYD

in THE CAT'S-PAW

STORY READ BY MILLIONS BOUGHT BY HAROLD LLOYD

As the first of his new comedies to be released by Fox Film, Harold Lloyd has produced the widely read "The Cat's Paw," a story by Clarence Budington Kelland which gained an enormous vogue when published in the Saturday Evening Post and as a novel. It is because of the story's tremendous popularity and possibilities that the star purchased it, departing from his past procedure of making his pictures from original scenarios only.

Still well-remembered and beloved are the comedies which established Lloyd as one of the biggest box-office attractions in the motion picture industry. Among his consistent successes were "Grandma's Boy," "The Freshman," "Safety Last," "Girl Shy," "The Kid Brother" and "Speedy." More recently the comedian made "Welcome Danger," "Feet First" and "Movie Crazy."

The last-named comedy was filmed in 1932, and since then Lloyd has been inactive, thereby depleting the annual grosses of the nation's theatres. His return to production therefore is regarded as a harbinger of new prosperity to exhibitors everywhere.

The supporting cast assembled by Harold Lloyd for "The Cat's Paw" includes Una Merkel, Allan Dinehart, Grant Mitchell, Warren Hymer, Nat Pendleton and George Barbier. Sam Taylor, responsible for many of the comedian's past successes, directed.

A Statement of Fact—

Harold Lloyd's decision to release his next production through Fox is interesting news to both Exhibitors and Fans everywhere. It is fitting that the leading exponent of clean wholesome screen comedy should be allied with the world's foremost distributing organization.

Harold Lloyd has gone steadily forward from success to success. There has never been such a tremendous mint of story value and cast support in a Lloyd production as the world will find in his new picture, "The Cat's Paw."

You owe it to your patrons to play "The Cat's Paw" at your theatre, and to obtain for it the distinction and prestige this great comedian will bring.



● For the first time, Harold Lloyd appears in a story which was not written expressly as a vehicle for him. But Clarence Budington Kelland must have had him in mind when he wrote this madly entertaining tale. Two million readers guffawed for weeks at the Saturday Evening Post serial . . . many thousands more at the novelized best seller.

● Imagine America's top-notch comedian as a youth . . . bred on Chinese maxims in remotest China . . . bolting into the midst of a big-city mayoralty race . . . bewildered at his election . . . beset by graft-greedy politicians and racketeers . . . with only a sweet little cigaret girl on the level with him.

● There's drama in this . . . and romance . . . suspense. But most of all greased-lightning action shot through with healthy, happy laughter.

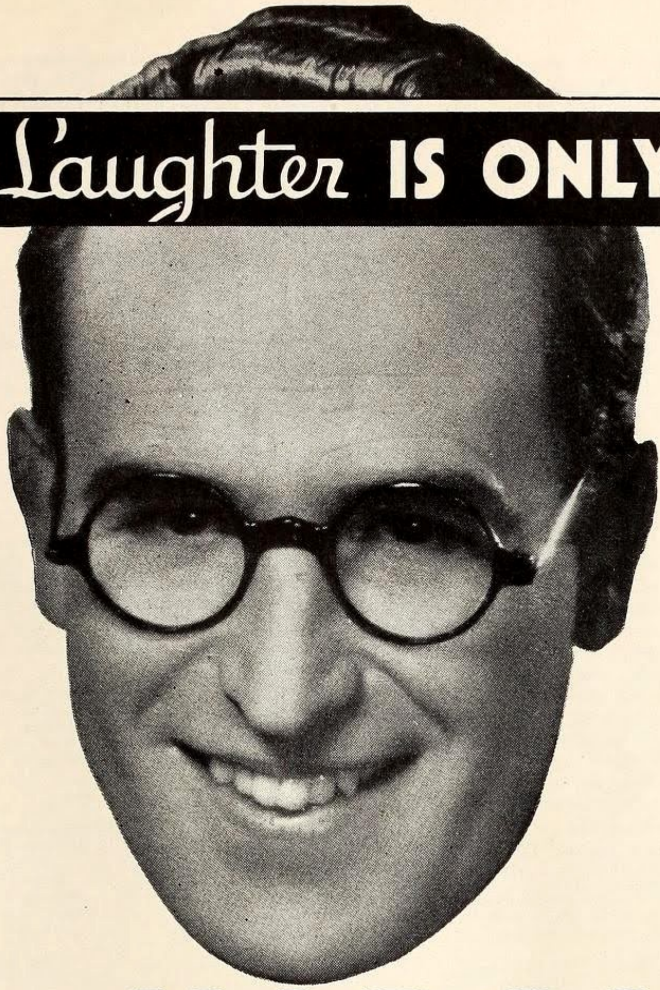




UNA MERKEL
GEORGE BARBIER · NAT PENDLETON
GRACE BRADLEY · ALAN DINEHART
GRANT MITCHELL · WARREN HYMER
J. FARRELL MACDONALD

"The Cat's-Paw" from the Saturday Evening Post Serial and Novel by Clarence Budington Kelland
Directed by Sam Taylor • Dance Numbers by Larry Ceballos
Songs and Lyrics by Harry Akst and Roy Turk
Produced by the Harold Lloyd Corporation
A Fox Film Corporation Release

Laughter IS ONLY THE Half OF IT!



It has every bit of the drama, romance, thrills and humor of Clarence Budington Kelland's most popular story—plus Harold Lloyd, as you never have seen him before . . . and the most appealing cast he ever assembled.

HAROLD LLOYD

in The Cat's Paw

with

UNA MERKEL
GEORGE BARBIER
NAT PENDLETON
GRACE BRADLEY
ALAN DINEHART
GRANT MITCHELL

From the Saturday Evening Post story by CLARENCE BUDINGTON KELLAND

PRODUCED BY THE HAROLD LLOYD CORPORATION

A FOX release

Every thing *new* but these

Directed by
SAM TAYLOR

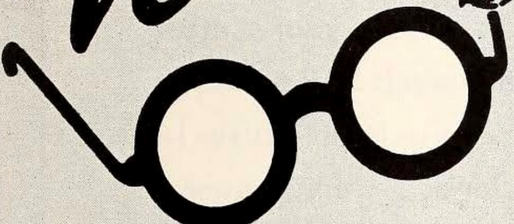




HAROLD

The

Every-
thing
new but



these

LLOYD in
Cat's Paw

with

UNA MERKEL
GEORGE BARBIER
NAT PENDLETON
GRACE BRADLEY
ALAN DINEHART
GRANT MITCHELL

Directed by
SAM TAYLOR

From the Saturday Evening Post Story
by CLARENCE BUDINGTON KELLAND

Produced by the
HAROLD LLOYD CORPORATION
a FOX release

Coast critics laud HAROLD

HAROLD LLOYD

in

The Cat's Paw

with

UNA MERKEL
GEORGE BARBIER
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ALAN DINEHART
GRANT MITCHELL

•

From the Saturday Evening Post story
by CLARENCE BUDINGTON KELLAND

Directed by
SAM TAYLOR

PRODUCED BY THE
HAROLD LLOYD CORPORATION

A FOX release

Every thing *new* but these

LLOYD'S biggest hit



Trade reviewers and newspaper scribes welcome new note in star's latest, greatest release!

"Should prove a box office clean-up! Lloyd at his best! Marks departure from his gag formula . . . deftly blending suspenseful incident, hilarity, romance."

—*Variety Daily*

"Ace entertainment! Harold Lloyd uses a real story and does not depend upon gags. Laughs in great numbers . . . clever situations . . . suspense."

—*Film Daily*

"A packed house gave Harold Lloyd's latest many laughs, prolonged applause. Radically different from his latest efforts . . . has strong cast, a novel plot, good acting."

—*Motion Picture Daily*

"All-audience entertainment affording something special for each age. Entirely different type of Harold Lloyd comedy . . . audiences will live, laugh and sympathize with him."

—*Motion Picture Herald*

"Harold Lloyd was never funnier or better in his whole career. You are actually thrilled as well as amused every minute. Hop on this one quick and give your box office a new lease on life."

—*Hollywood Filmograph*

"Lloyd has ample reason to be happy about his latest. One of those fine, clean comedies so many film fans have been looking for. I tender him my congratulations."

—*Hollywood Citizen News*

"Certain to register at the box office. One of the most entertaining pictures of the year. Provokes laughter aplenty. Harold Lloyd proves his versatility as an artist."

—*Hollywood Screen World*

Coast Critics Laud LLOYD Hit

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HAROLD LLOYD

in The Cat's Paw

with

UNA MERKEL GEORGE BARBIER
NAT PENDLETON GRACE BRADLEY
ALAN DINEHART GRANT MITCHELL

•

From the Saturday Evening Post story
by **CLARENCE BUDINGTON KELLAND**

PRODUCED BY THE
HAROLD LLOYD CORPORATION

A FOX release

Directed by

SAM TAYLOR



NOW YOU KNOW FOR YOURSELF *how big it is!*



HAROLD LLOYD

in

The Cat's Paw

From the Saturday Evening Post story
by CLARENCE BUDINGTON KELLAND

A FOX release

Now playing Radio City Music Hall

Every thing *new* but these

Despite the strongest opposition

HELD OVER FOR RADIO CITY



and

NOTHING SHORT OF *sensational* AT:

FIFTH AVE., Seattle

NEW, Baltimore

PALACE, Cincinnati

APOLLO, Atlantic City

STRAND, Louisville

Broadway has seen in years . . .

2nd WEEK AT MUSIC HALL

HAROLD LLOYD'S "The Cat's Paw" joins Radio City Music Hall's immortals . . . Only seven other pictures have been held over in that theatre's history . . . *and no other comedy!* Meanwhile, word-of-mouth increases the mammoth crowds to all-day S. R. O. business. A record worthy of so great a picture . . . one that will bring *you* untold revenue!

HAROLD LLOYD

in

The Cat's Paw

From the Saturday Evening Post story
by **CLARENCE BUDINGTON KELLAND**

PRODUCED BY HAROLD LLOYD CORPORATION A FOX RELEASE

Every thing *new* but these

QUARTER OF A MILLION PEOPLE*

MUSIC HALL IN TWO WEEKS!



** According to authorized estimate*

HAROLD LLOYD

in

The Cat's Paw

From the Saturday Evening Post story
by **CLARENCE BUDINGTON KELLAND**

PRODUCED BY THE
HAROLD LLOYD CORPORATION

A FOX release



Ask the man

SOUTHERN PINES, N. C

PINEHURST N. C

THE CAROLINA THEATRES

CHAS W PICQUET, General Manager

PINEHURST, N. C

Here's a Typical Answer

Aug. 24th, 1934

Fox Film Corporation,
Charlotte, N. C.

Dear Sirs:

All doubts as to Harold Lloyd's come-back after a lengthy absence from the screen, is most emphatically removed by his new corking attraction, "The Cat's Paw."

It went over with a bang last night with my audience to an opening gross that breaks the summer record for two years.

"The Cat's Paw" is great entertainment for young and old which cannot help but be a record smasher where ever it is shown.

It truly is entirely different from any of his previous attractions and is right up to the minute.

The laughs were so prolonged that some of the dialogue was drowned out.

Congratulations to you. Here's an attraction you are going to thoroughly enjoy distributing to exhibitors.

Very truly yours,

Chas. W. Picquet

Mr. Picquet is president of the North and South Carolina Motion Picture Theatre Owners Association

Every thing *new* but these

who played it!

and you'll know what it will do for you

Talk to the men who have doubled their grosses...cleaned up on extended runs... broken their records...in every part of the United States...as well as in Canada.

Hear their stories...and you'll join the rush of exhibitors . . . eager to sign for "The Cat's Paw" before the opposition beats them to it!

Ask the men who run the...

Paramount . . Atlanta
Poli . . New Haven
Apollo . Indianapolis
Warfield San Francisco
Palace . . Montreal

Palace . . Cincinnati
Fox . . Philadelphia
Radio City Music Hall New York
5th Avenue . Seattle

Rialto . . Louisville
New . . . Baltimore
Apollo . Atlantic City
Century . . Rochester
State . . Los Angeles

HAROLD LLOYD

in

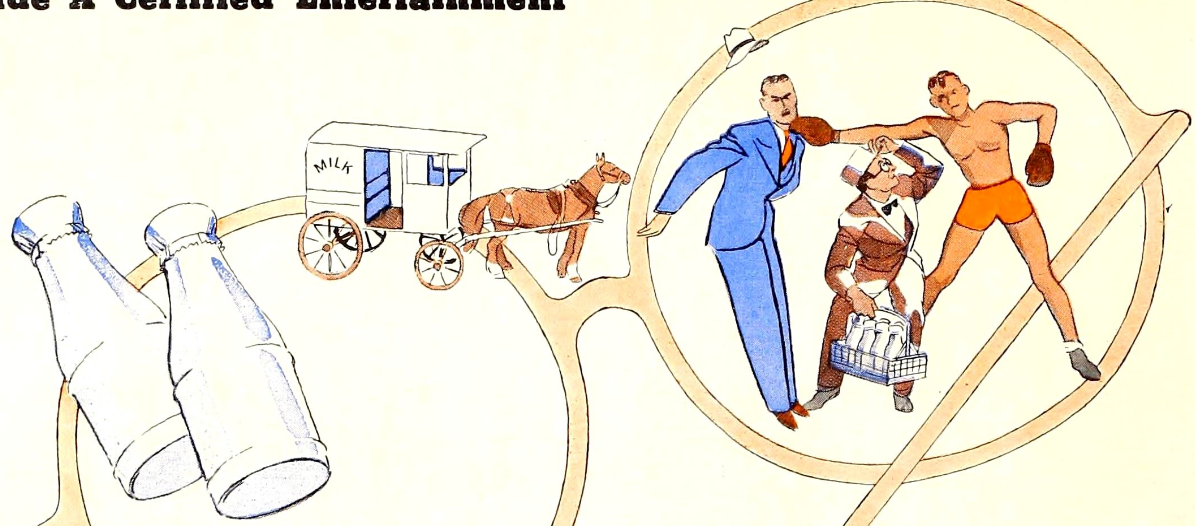
The Cat's Paw

From the Saturday Evening Post story
by CLARENCE BUDINGTON KELLAND

PRODUCED BY HAROLD LLOYD CORPORATION A FOX RELEASE

October 25

Grade A Certified Entertainment

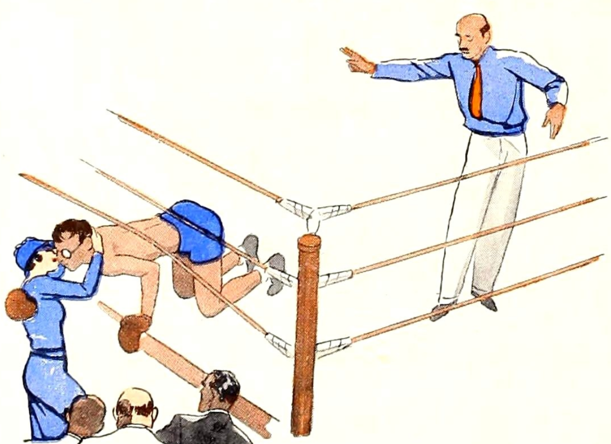


HAROLD LLOYD

"The Milky Way"



With Adolphe Menjou William Frawley . . Directed by Leo McCarey . . One of the best laugh-getting Broadway plays of 1934, this hilarious comedy of a goofy milkman who ducked his way into the world's middleweight championship, should make one of the best Harold Lloyd comedies of recent years . . . Leo McCarey, who won international fame for his brilliant manipulation of "Ruggles of Red Gap" will direct. Adolphe Menjou, William Frawley and a grand supporting cast insure an all-star picture.



HAROLD LLOYD

in

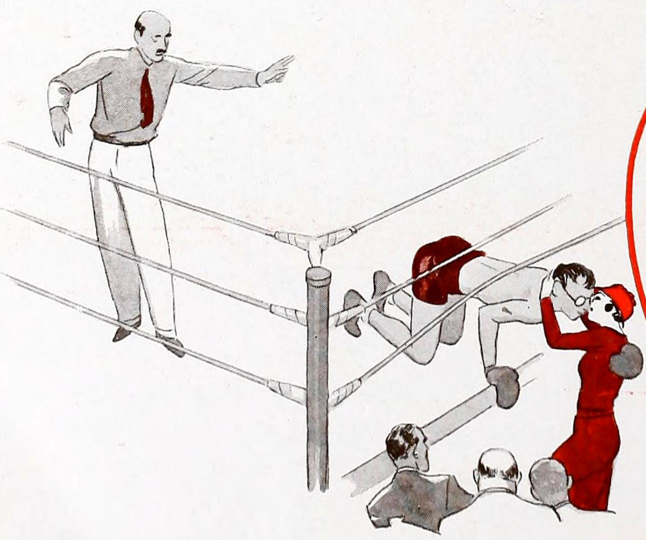
"The Milky Way"

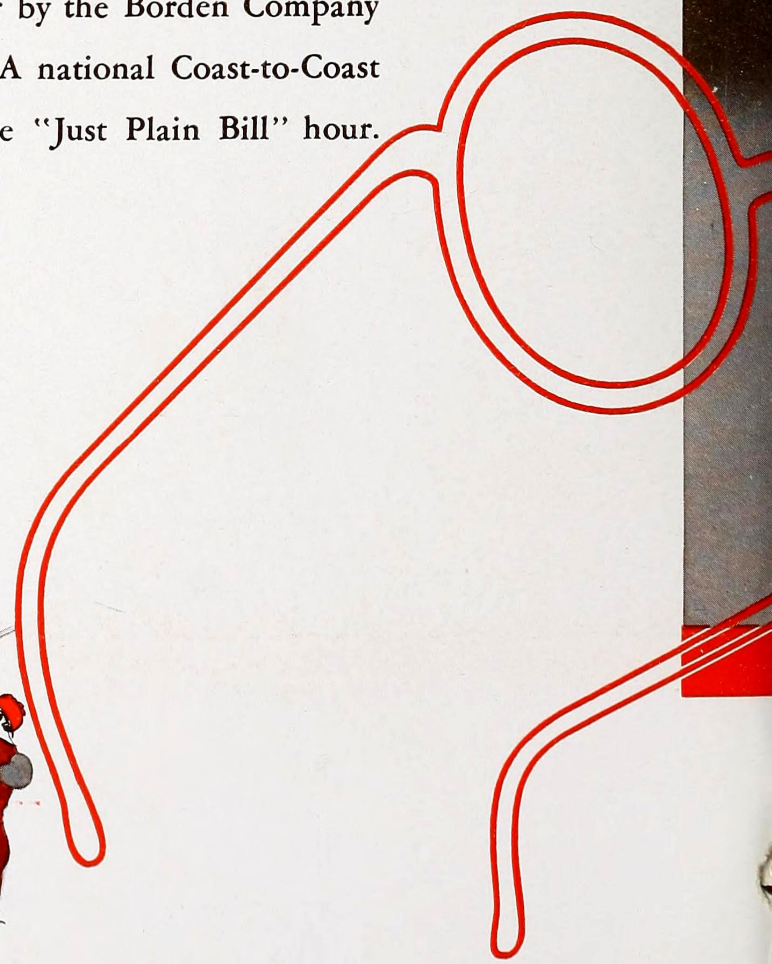
Another stand-out attraction because . . .



1. It has HAROLD LLOYD, the star the whole family goes to see . . . **2.** It has a marvelous supporting cast headed by Adolphe Menjou, Verree Teasdale, Helen Mack, William Gargan, George Barbier . . . **3.** It has ace direction from Leo McCarey, who directed such successes as "Ruggles of Red Gap" and "Belle of the Nineties."

4. It has ahead of it two of the best and biggest exploitation tie-ups yet given a picture . . . **(A)** A national house-to-house tie-up handed to theatres on a golden platter by the Borden Company and its associated companies . . . **(B)** A national Coast-to-Coast six weeks radio program tied into the "Just Plain Bill" hour.







There's Agnes in his dreamy eyes!

for Agnes is the brightest star in the "milky way" . . . Harold hitched his milk wagon to her and she ran away with him to a national championship!

Paramount Pictures

THE

CHAM



HAROLD

The Fighting Milkman in the Laugh to a Finish Comedy Hit of the Century

"THE MI

LLOYD

KY WAY

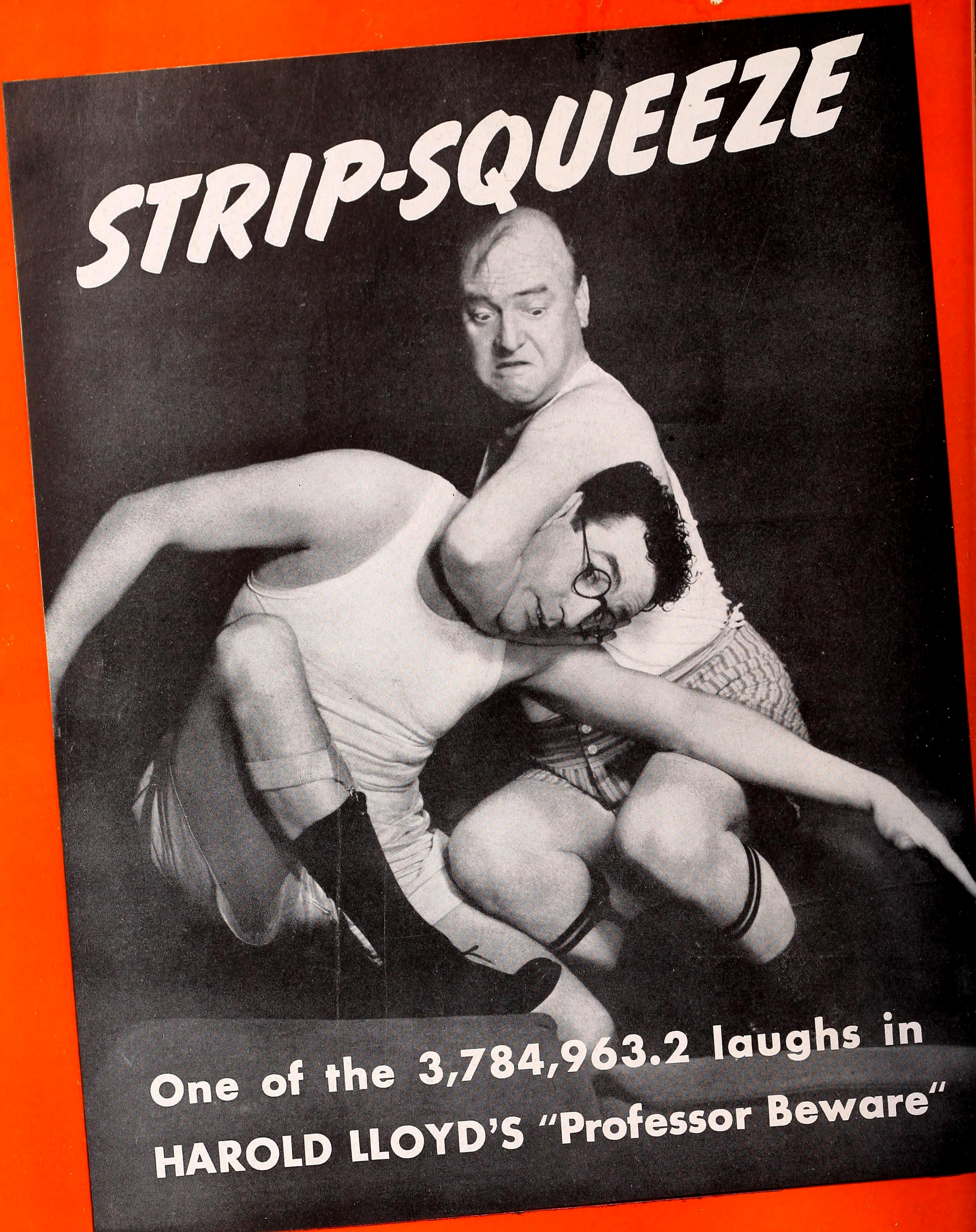
with

ADOLPHE MENJOU VERREE TEASDALE HELEN MACK

WILLIAM GARGAN GEORGE BARBIER DOROTHY WILSON

A Paramount Picture • Directed by Leo McCarey

the picture with...



HAROLD LLOYD in **"PROFESSOR BEWARE"** with
Phyllis Welch • Raymond Walburn • Lionel Stander • William Frawley • Thurston Hall • Cora Witherspoon • Sterling Holloway

A Paramount Picture • Directed by Elliott Nugent • Screen Play by Delmer Daves and Jack Cunningham • Based on a Story by Crampton Harris, Francis M. and Marian B. Cockrell

MOTION PICTURES'

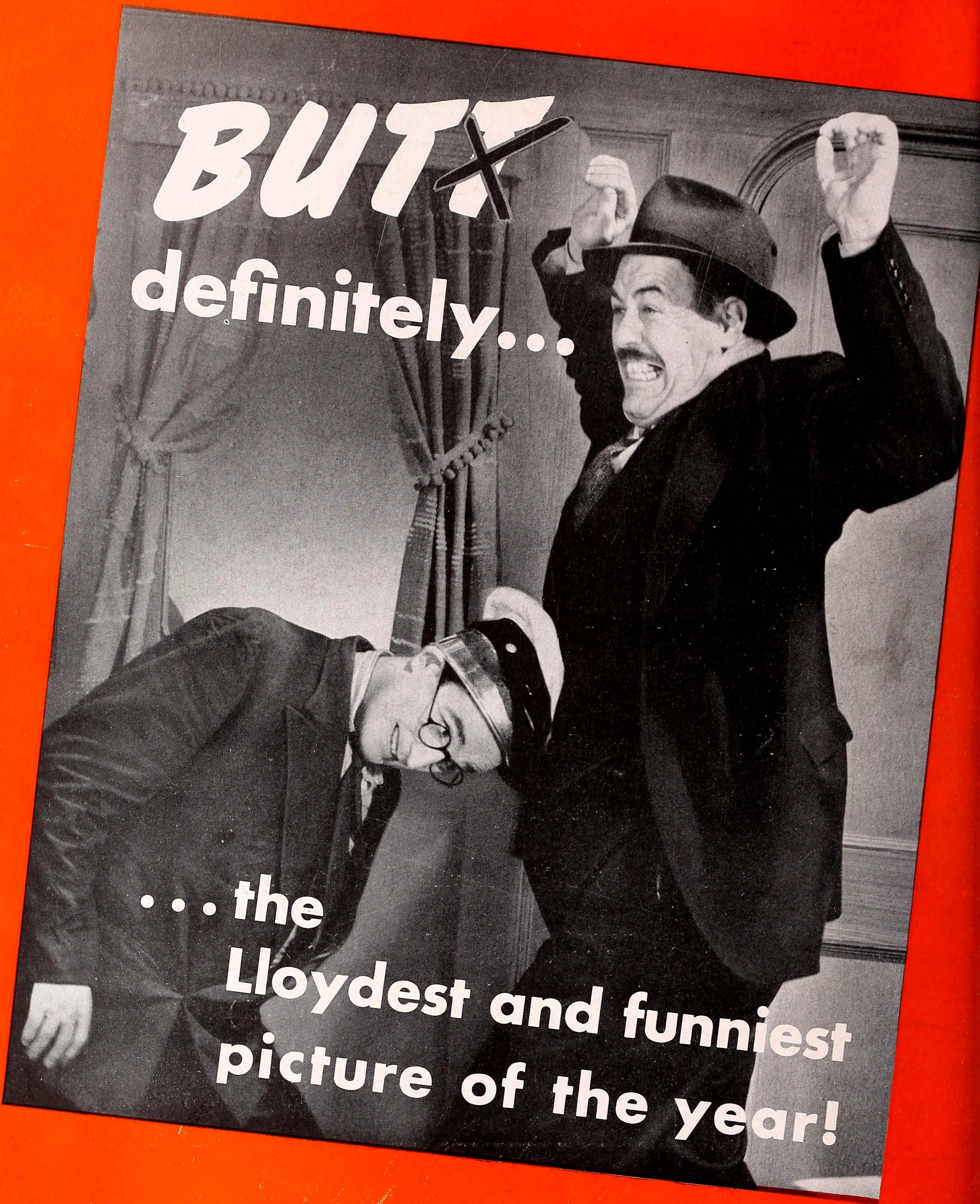
HAROLD



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A Paramount Picture • Directed by Elliott Nugent • Screen Play by Delmer Daves and Jack Cunningham • Based on a Story by Crampton Harris, Francis M. and Marian B. Cockrell

Paramount Pictures



HAROLD LLOYD in **"PROFESSOR BEWARE"** with
Phyllis Welch • Raymond Walburn • Lionel Stander • William Frawley
Thurston Hall • Cora Witherspoon • A Paramount Picture • Directed by Elliott Nugent
Screen Play by Delmer Daves • Adaptation by Jack Cunningham and Clyde Bruckmann
Based on a Story by Crampton Harris, Francis M. and Marian B. Cockrell

HAROLD LLOYD

